

OCT 23, 2015

#208

# Apple Magazine™

BACK OFF, TABLETS

REGAINING  
CONSUMERS

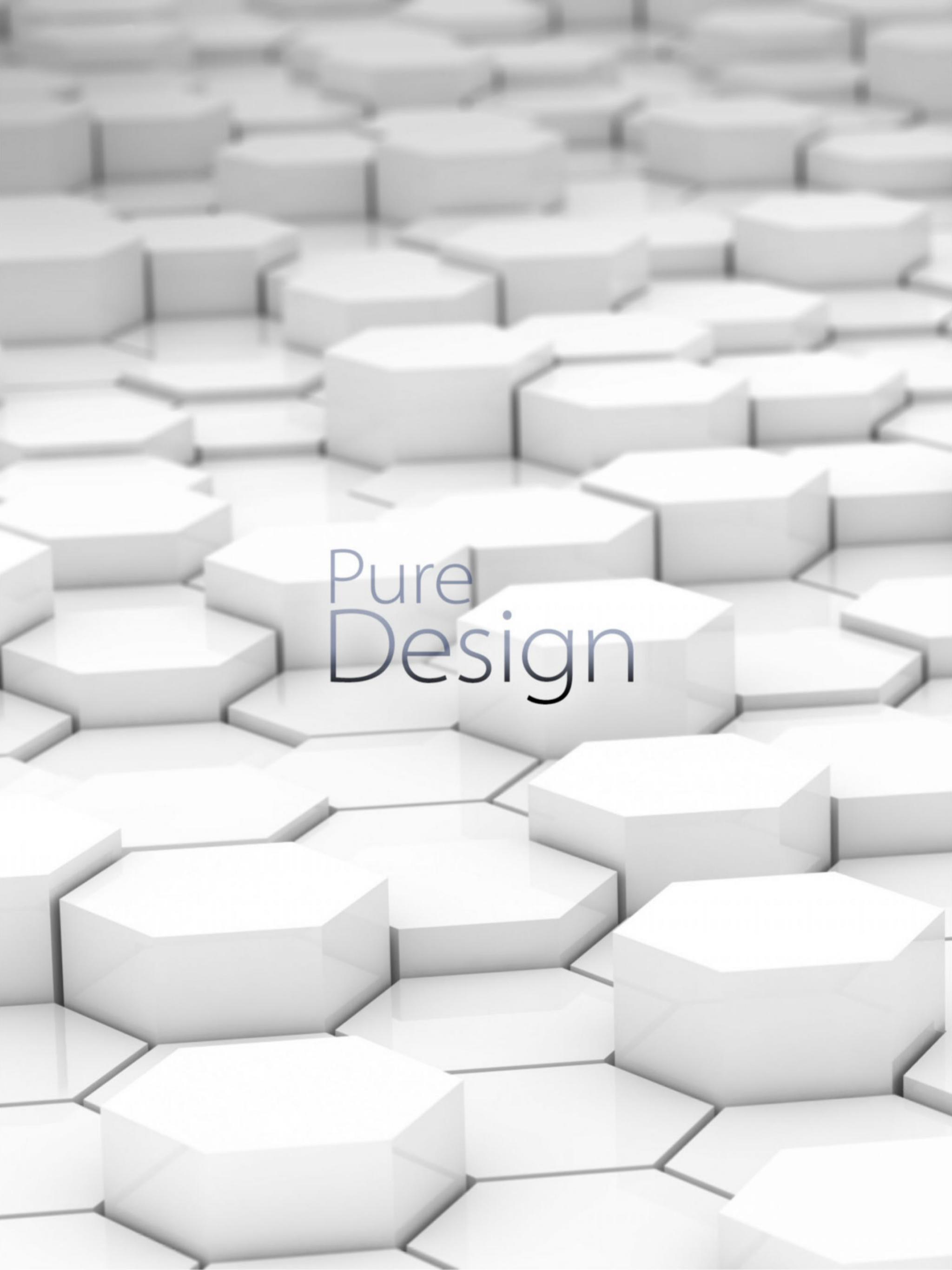
PC COMPANIES PLAN A  
\$70M AD CAMPAIGN

MICROSOFT OFFICE  
DEFECTING  
CUSTOMERS

GOOGLE TO GIVE AWAY  
SOFTWARE TO OFFICE USERS

THE HUNT FOR  
**TALENT**  
HOW APPLE COMPETES





Pure  
Design

When choosing MINDFIELD DIGITAL™ and our DBMD™ Program for your development services, you can be sure you will receive an app that will save you money and resources using the most advanced design and interface concepts.

We follow an Application Development Cycle where every step is carried out to maximum perfection. Our application developers are experienced and knowledgeable, and are skilled at delivering top high tech Apps.

Our team is constantly looking for promising partners in order to improve our quality, broaden our experience and create a global range of Apps with the most impressive conceptual designs, 3D Graphics and Sound FX.

---

[mindfielddigital.com](http://mindfielddigital.com)



MINDFIELD DIGITAL



**sphero**  
**SPRK**  
schools ⚡ parents ⚡ robots ⚡ kids  
— EDITION —

Meet the robot designed to inspire tomorrow's inventors and innovators. Kids and kids at heart can discover robotics, learn how to program, create accessories, dream up new ways to play, and explore the library of free apps. Fire up your imagination and change the way you think about play.



RANGE



BLUETOOTH



PROGRAMMABLE

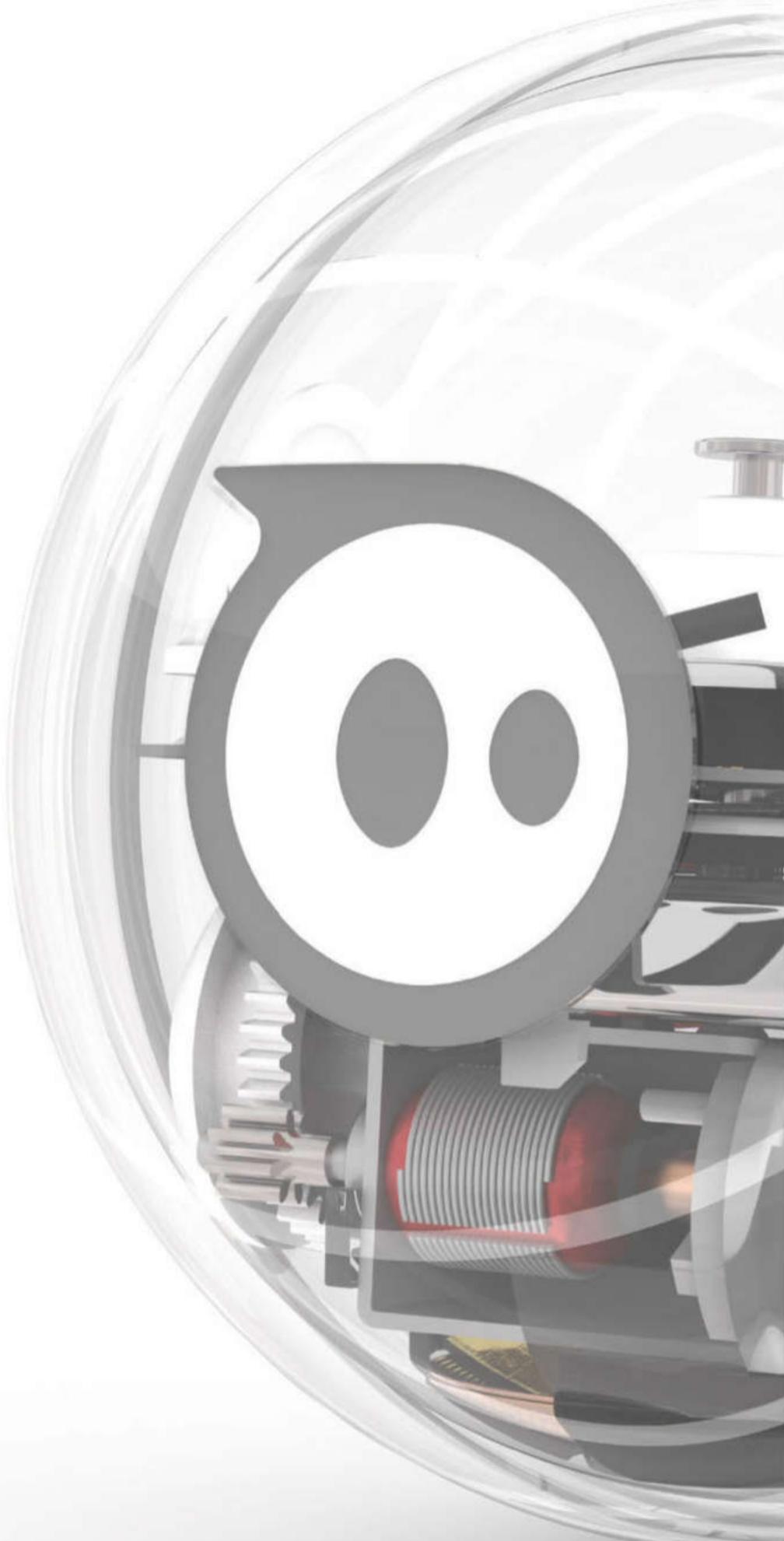


APP-ENABLED



BATTERY LIFE

[sphero.com](http://sphero.com)



# SUMMARY

**GOOGLE TO GIVE AWAY SOFTWARE TO MICROSOFT OFFICE DEFECTORS**

**62**

**CHINESE CYBERATTACKS ON US COMPANIES CONTINUE, REPORT SAYS**

**52**

**EX-MICROSOFT CEO SAYS HE'S TAKEN 4 PERCENT STAKE IN TWITTER *06***

**BRITAIN'S HIGH COURT RULES THAT UBER APP IS LAWFUL *14***

**US APPEALS COURT RULES IN FAVOR OF GOOGLE'S ONLINE LIBRARY *28***

**REPORT: APPLE SAYS IT HAS 15 MILLION STREAMING MUSIC USERS *60***

**CRACKDOWN: AMAZON SUES TO STOP PHONY PRODUCT REVIEWS *68***

**'GOOSEBUMPS' SPOOKS 'SPIES,' 'CRIMSON PEAK' AT BOX OFFICE *94***

**SCIENCE: HINTS OF LIFE ON WHAT WAS THOUGHT TO BE DESOLATE EARLY EARTH *108***

**YAHOO'S REVENUE SLIPS AGAIN IN 3Q AS TURNAROUND FALTERS *114***

**HOW TO SPOT A FAKE ONLINE REVIEW *130***

**THE HUNT FOR TALENT: HOW APPLE COMPETES**

**34**

**BACK OFF, TABLETS: PC COMPANIES PLAN A \$70M AD CAMPAIGN**

**18**



**EX-MICROSOFT CEO SAYS HE'S TAKEN 4 PERCENT STAKE IN TWITTER *06***

**Columns**

**TOP 10 APPS *74***

**iTUNES REVIEW *78***

**TOP 10 SONGS *120***

**TOP 10 ALBUMS *122***

**TOP 10 MUSIC VIDEOS *124***

**TOP 10 TV SHOWS *126***

**TOP 10 BOOKS *128***

# EX-MICROSOFT CEO SAYS HE'S TAKEN 4 PERCENT STAKE IN TWITTER



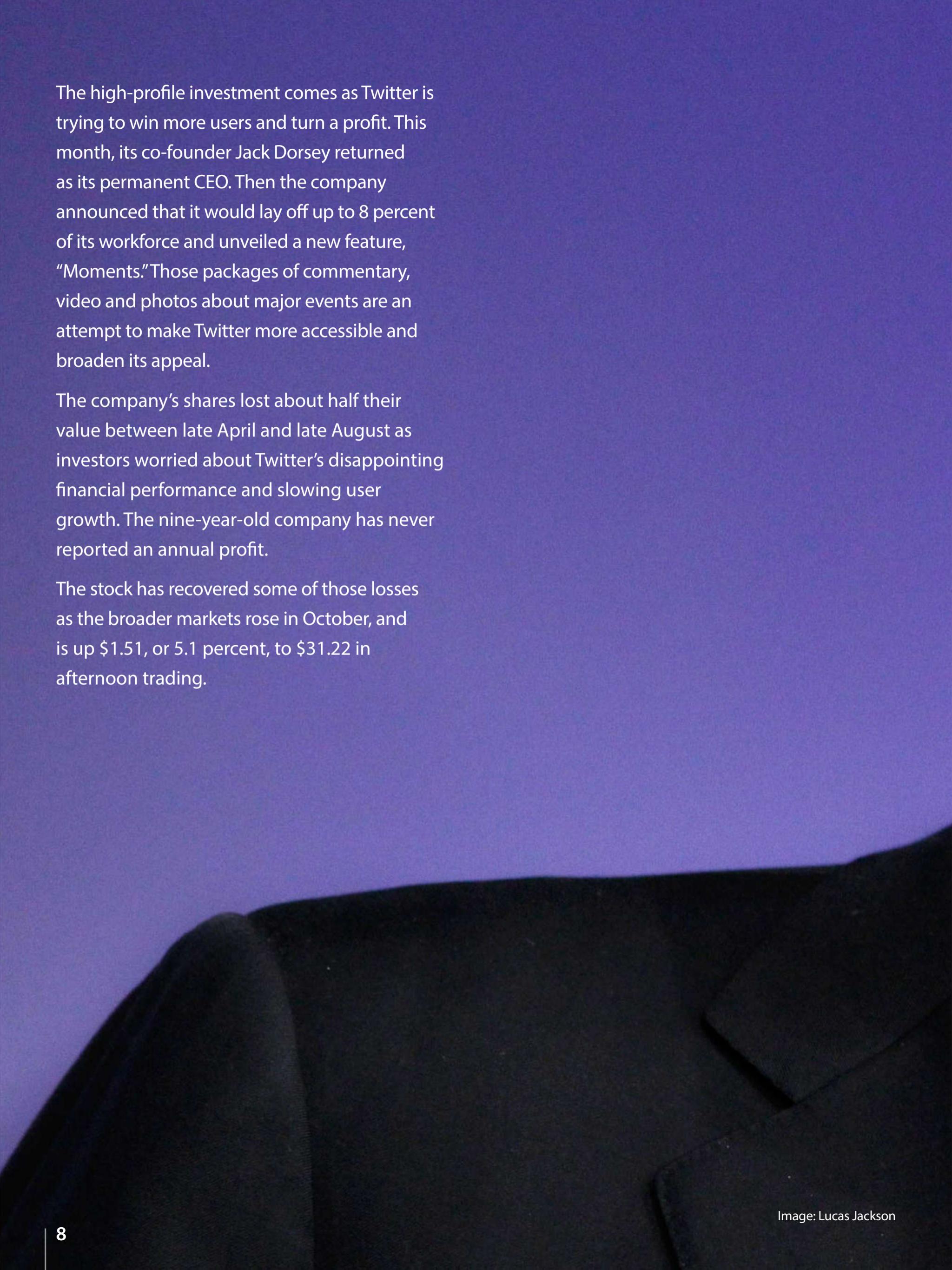
Los Angeles Clippers owner and former Microsoft CEO Steve Ballmer has bought a 4-percent stake in Twitter, a vote of confidence in the struggling messaging company.

That makes Ballmer one of Twitter's largest shareholders.

A Twitter account that identified itself as Ballmer's said Friday morning that he bought stock in Twitter in the last few months. Seth Burton, a representative for the Clippers, confirmed that Ballmer had made the investment.

Image: David Paul Morris





The high-profile investment comes as Twitter is trying to win more users and turn a profit. This month, its co-founder Jack Dorsey returned as its permanent CEO. Then the company announced that it would lay off up to 8 percent of its workforce and unveiled a new feature, "Moments." Those packages of commentary, video and photos about major events are an attempt to make Twitter more accessible and broaden its appeal.

The company's shares lost about half their value between late April and late August as investors worried about Twitter's disappointing financial performance and slowing user growth. The nine-year-old company has never reported an annual profit.

The stock has recovered some of those losses as the broader markets rose in October, and is up \$1.51, or 5.1 percent, to \$31.22 in afternoon trading.



Ballmer also said he liked that Saudi billionaire Prince Alwaleed bin Talal and his investment company bought more shares of Twitter. The prince and his firm said this month the stake had doubled over a six-week period to more than 5 percent.

Dorsey was the San Francisco company's CEO during its early years and became interim CEO in July, when Dick Costolo stepped down.

Twitter said on Oct. 5 that he would become its permanent CEO. Ballmer tweeted that day that Twitter "is remarkable" and called Dorsey an "impressive dude."

According to FactSet, Ballmer's holdings would make him the third-largest individual owner of Twitter shares after company co-founder Evan Williams and bin Talal. Ballmer, who was Microsoft's CEO for 14 years ending last year, is also the largest individual owner of Microsoft stock with a 4.2-percent stake.





**Apple**  
Magazine

is Now available on  
Apple iPhone/iPad/Android/Windows8  
and Web



---

Download And Read it  
on Magzter

---



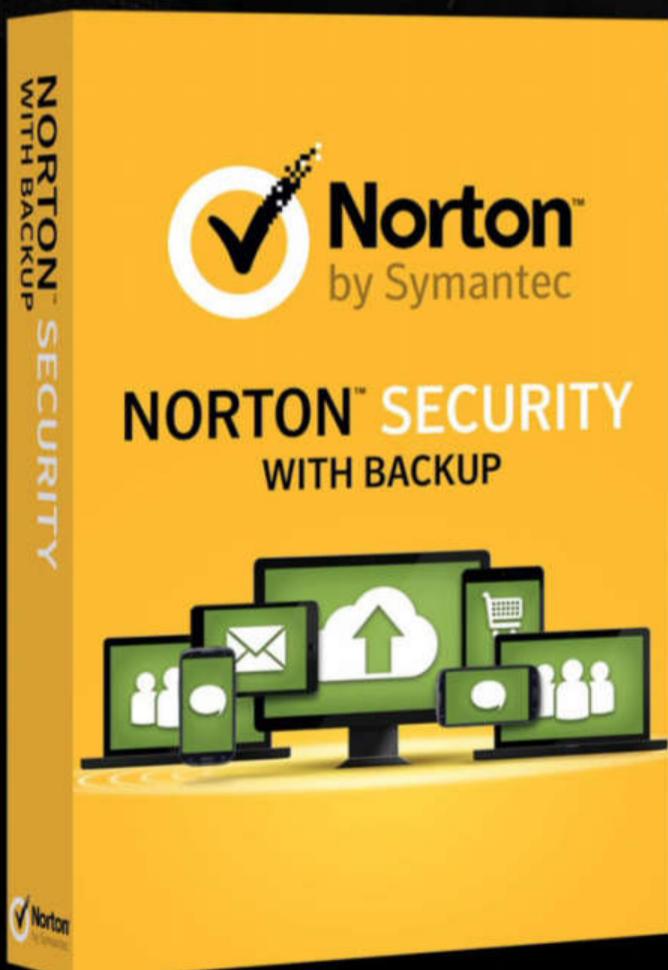
From your Apple iPad please go to  
App Store and search for Magzter



From your Android Tablet please go to  
Google Play and search for Magzter



From your Windows8 device please go to  
Windows Store and search for Magzter



## NORTON™ SECURITY WITH BACKUP

NOW WITH NORTON™ FAMILY PREMIER

Powerful Norton protection, plus secure PC backup, for your family of PCs, Macs, smartphones and tablets

- Real-time protection against existing and emerging threats like viruses and malware
- Tools to help your kids safely explore the Internet and away from unsafe Web content
- Includes 25 GB of online storage for PCs



Save \$20

BUY NOW



# BRITAIN'S HIGH COURT RULES THAT UBER APP IS LAWFUL



Britain's High Court ruled Friday that the Uber app to hail minicabs is lawful - a blow to London's famous black cab drivers, who argued that it violated city regulations.

The court's decision came after London's transport authority sought clarification as to whether the San Francisco-based company's app worked in the same way as meters used by the strictly regulated black cabs.

The Licensed Taxi Drivers' Association argued the app - which records a car's location and travel time and feeds it back to servers in California - worked like a meter. But Justice Duncan Ouseley disagreed, ruling that the app relies on GPS signals and did not operate in the same way.



The association said it would appeal.

Transport for London said it would ensure regulatory requirements were met and said it would gauge public opinion on a range of potential changes to the rules for private hire vehicles, including stricter rules on insurance and English language skills.

"We know that some ideas put forward for consultation are controversial, which is why we want as many people as possible to tell us what they think to help shape the future of private hire in London," said Leon Daniels, Transport for London's managing director of surface transport.

Uber has come under fire in several European countries, including France, Italy and Spain.



# BACK OFF, TABLETS PC COMPANIES PLAN A \$70M AD CAMPAIGN

So many people have gone so long without buying a new personal computer that the industry's biggest players are trying something different a quirky advertising campaign. The \$70 million marketing push aims to highlight how much better PCs have gotten since smartphones and tablets came along.

Rival PC makers Hewlett-Packard, Dell and Lenovo are joining forces with Microsoft and Intel to revive languishing PC sales with ads that don't promote specific brands. They'll be punctuated with the slogan, PC does what

It's a concept similar to earlier campaigns by beef and dairy producers that sought to extol the virtues of their products.





The PC campaign will tout the increased versatility of laptops that have slimmed down while adding more powerful chips, longer-lasting batteries and higher resolution screens that also respond to touch commands. Many of the screens also detach from keyboards so they can function as tablets, too. Most new PCs are now powered by Windows 10, which Microsoft bills as its best operating system yet.

With this perfect storm of innovation, we felt it was the time to tell our story, said Steve Fund, Intel's chief marketing officer. People think having something good is good enough because they are unaware of how much better the PCs are now.





The campaign, scheduled to begin Monday in the U.S. and China, will include TV commercials on major networks and online ads. The participating companies will split the \$70 million cost of the campaign, which will run through November in an effort to entice holiday shoppers.

The ads are primarily targeting consumers who haven't bought a new PC in at least four years - a potential audience of about 400 million people, estimated technology industry analyst Patrick Moorhead.

The PC push comes amid a 3 12-year decline in sales that has been driven by a shift to smartphones and tablets able to handle many of the tasks that previously required desktop and laptop computers.



Even the late July release of Microsoft's Windows 10 operating system couldn't reverse the slide. Worldwide shipments of PCs fell by 8 percent from the previous year during the three-month period ending in September, according to the research group Gartner. Lenovo, HP and Dell were the top three PC makers in the quarter.

But the pendulum may be poised to swing in the other direction.

About half the consumers polled in Gartner's personal technology survey said they plan to buy a new PC during the next year, compared to just 21 percent who said they have a tablet on their shopping list.







In an effort to reverse a recent decline in iPad sales, Apple introduced a larger version of its trendsetting tablet that's designed to behave much like a laptop. The iPad Pro will sell for \$800 and an accompanying keyboard will cost an additional \$169.

Consumers who have owned the same PC for several years can now buy a vastly improved model for \$500 to \$700, Moorhead said, making it more likely the marketing campaign will win converts.

I think the PC might have its best hand in the past five to seven years, Moorhead said.

**Online:** <http://pcdoeswhat.com>

# YOUR BRAND HAS NEVER BEEN IN SUCH GOOD COMPANY



APPLEMAGAZINE.COM

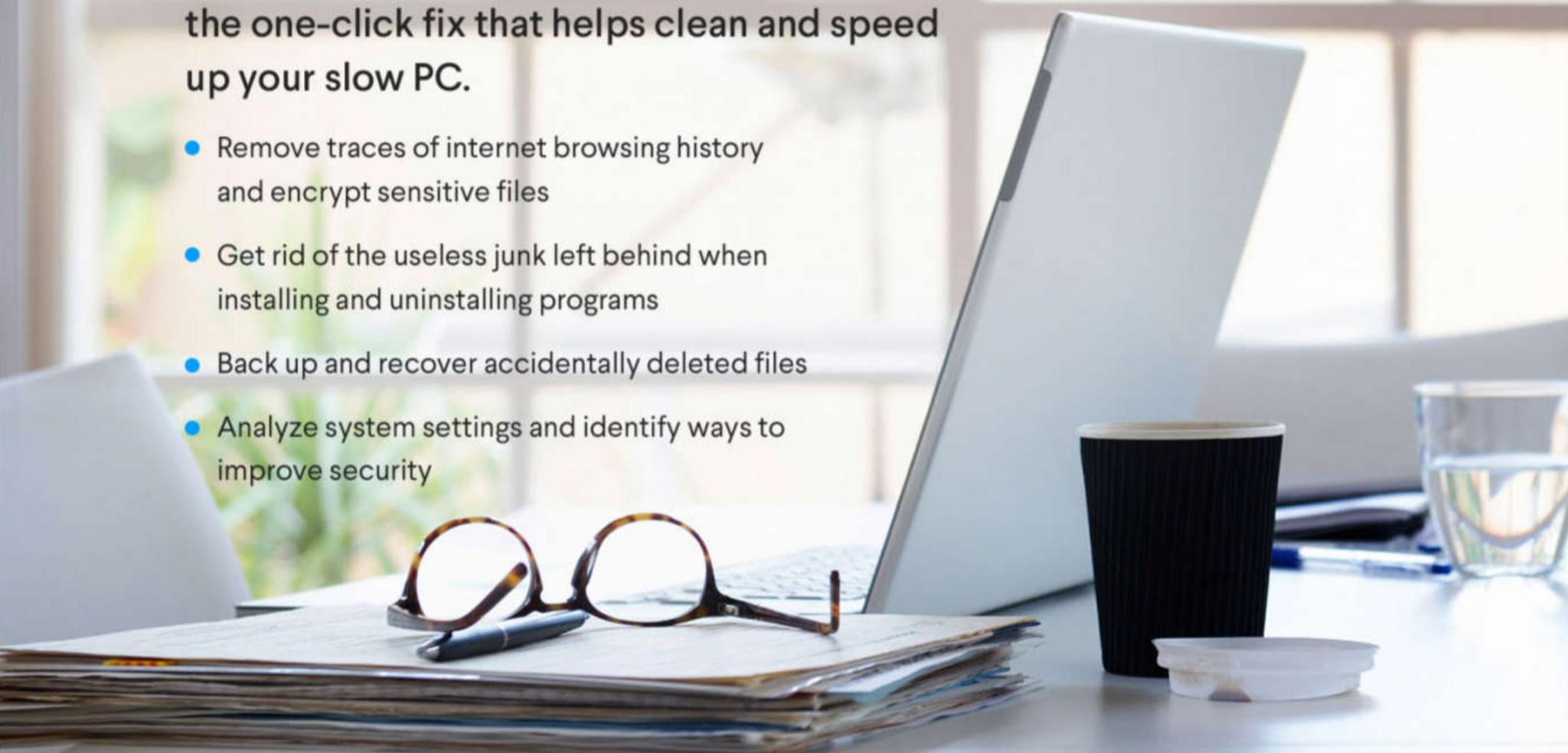
It's all about Apple  
The right magazine for the right audience

AOL Computer Checkup

# Clean it up. Speed it up. Lock it up.

Free your computer from the junk dirtying up its hard drive with AOL Computer Checkup, the one-click fix that helps clean and speed up your slow PC.

- Remove traces of internet browsing history and encrypt sensitive files
- Get rid of the useless junk left behind when installing and uninstalling programs
- Back up and recover accidentally deleted files
- Analyze system settings and identify ways to improve security



**Sign up now**, and then sit back, relax and let our 24 powerful PC tools clean, speed up and optimize your PC automatically.

TRY IT FREE FOR 30 DAYS

Annual subscription for just \$39.95 per year begins upon registration.  
To avoid being charged the recurring subscription fee,  
simply cancel before the free trial period ends.





# US APPEALS COURT RULES IN FAVOR OF GOOGLE'S ONLINE LIBRARY

Google is not violating copyright laws by digitizing millions of books so it can provide small portions of them to the public, a federal appeals court ruled Friday in a decadelong dispute by authors worried that the project would spoil the market for their work.

The 2nd U.S. Circuit Court of Appeals in Manhattan agreed with a judge who concluded that the snippets Google showed customers from its database was a transformative use of the information and thus did not violate copyright laws.

Judge Denny Chin ruled in November 2013 that Google's digitization of over 20 million books, mostly out-of-print titles, did not violate copyrights because the Mountain View,

California-based company only showed short sections of the books in its database. Chin had said it would be difficult for anyone to read any of the works in their entirety by repeatedly entering different search requests.

In an opinion written by Judge Pierre N. Leval, the appeals court agreed, saying the snippet feature "substantially protects against its serving as an effectively competing substitute for plaintiffs' books."

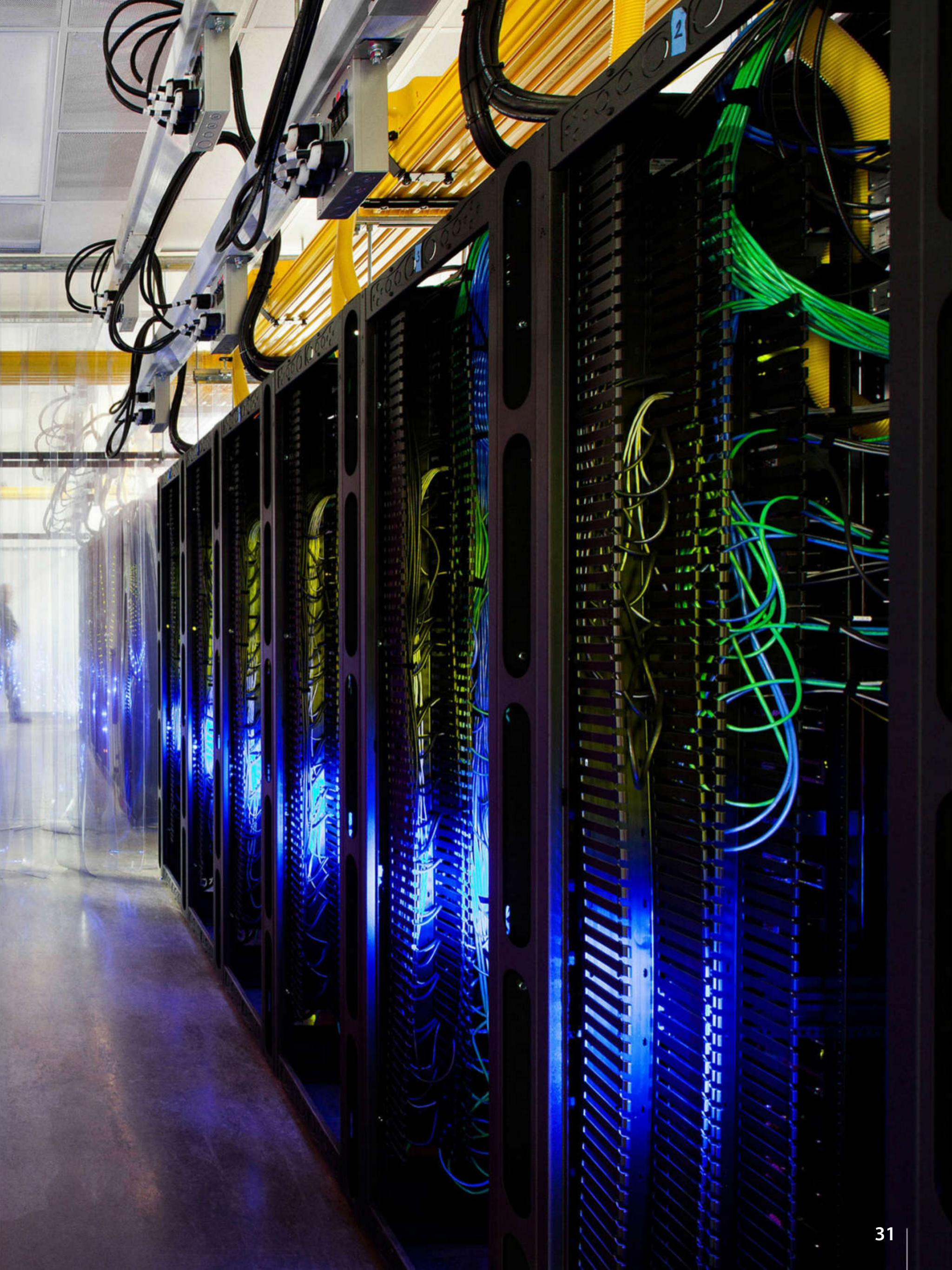
It added: "Snippet view, at best and after a large commitment of manpower, produces discontinuous, tiny fragments, amounting in the aggregate to no more than 16% of a book. This does not threaten the rights holders with any significant harm to the value of their copyrights or diminish their harvest of copyright revenue."

The three-judge appeals panel did acknowledge, though, that some book sales would likely be lost if someone were merely searching for a portion of text to ascertain a fact.

The Authors Guild and various authors had challenged Google in 2005, contending that the digital book project violated their rights. Writers included Jim Bouton, author of the best-seller "Ball Four," Betty Miles, author of "The Trouble with Thirteen," and Joseph Goulden, author of "The Superlawyers: The Small and Powerful World of Great Washington Law Firms."

Google Inc. has made digital copies of tens of millions of books from major research libraries and established a publicly available search function. It planned ultimately to scan over 100 million books, including material from the New York Public Library, Library of Congress and several major universities.









The appeals court said Google's profit motivation does not justify denial of something that overall enhances public knowledge.

"Many of the most universally accepted forms of fair use, such as news reporting and commentary, quotation in historical or analytic books, reviews of books, and performances, as well as parody, are all normally done commercially for profit," the court noted.

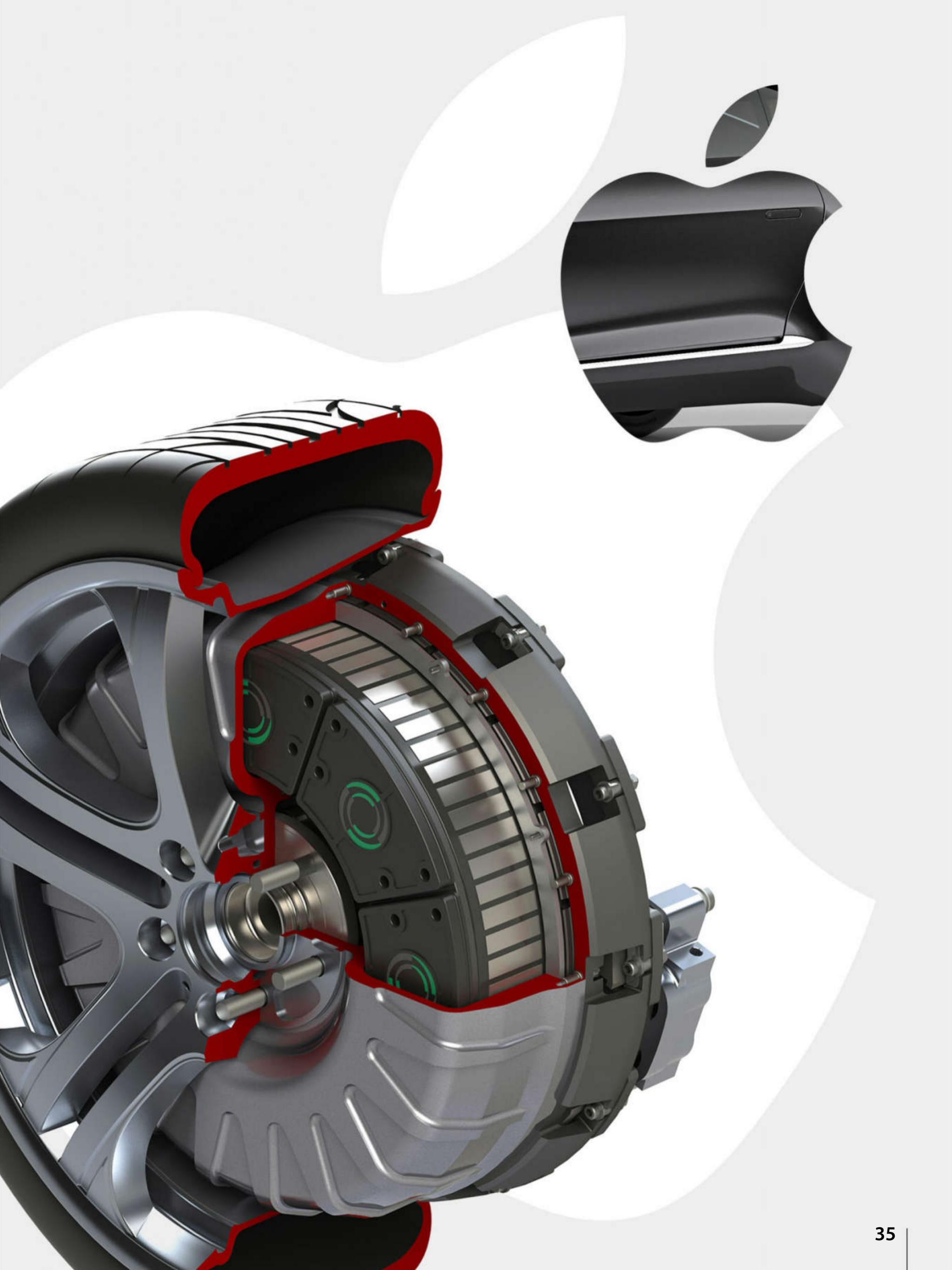
The appeals panel said it recognized that libraries that had negotiated with Google to receive digital copies from the company might use them in an infringing manner. It said that could expose the libraries and Google to liability but called it "sheer speculation" to raise the issue now.

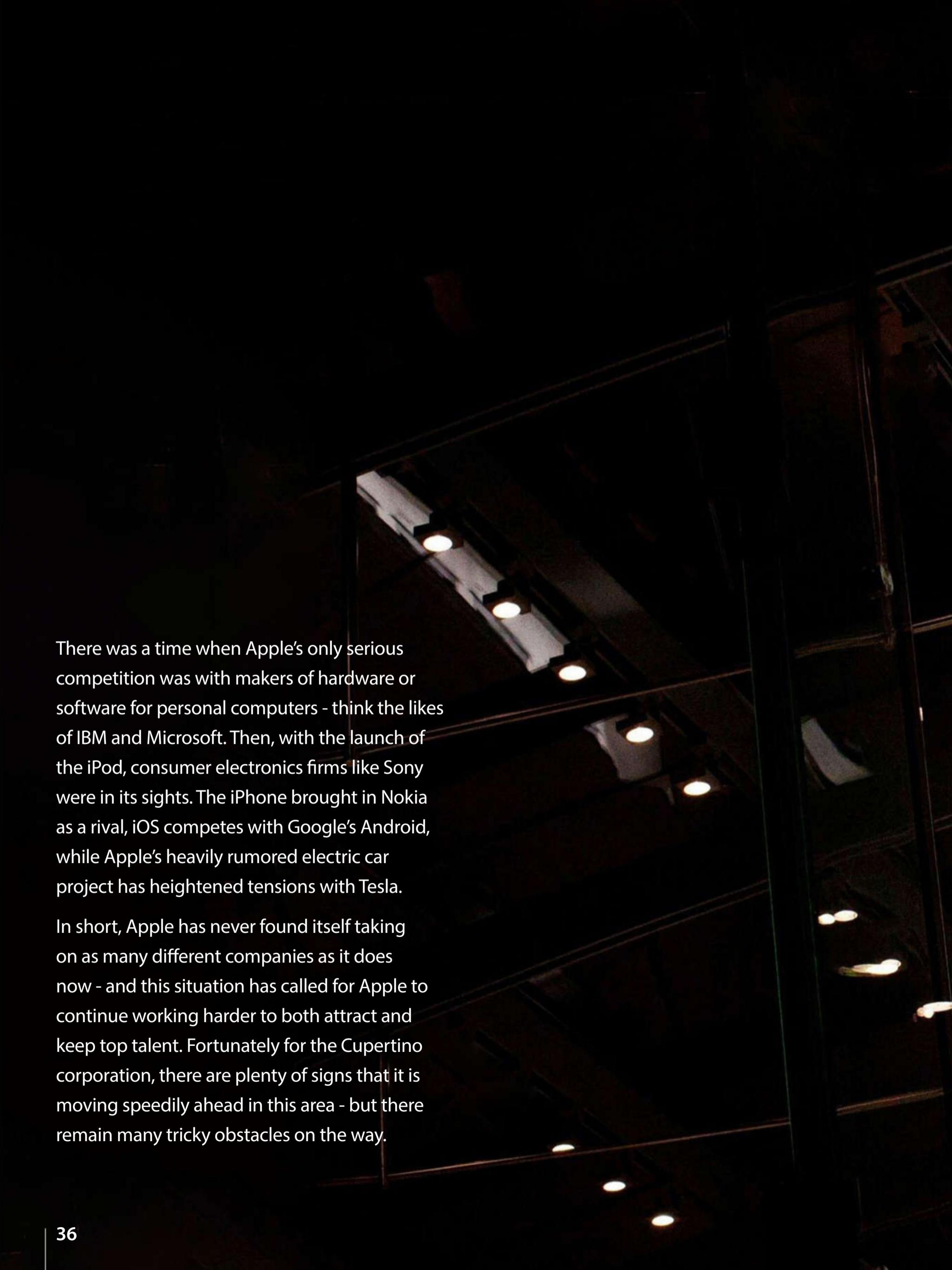
Lawyers did not immediately return messages seeking comment.

THE HUNT  
FOR TALENT:  
**HOW APPLE  
COMPETES**

COMPETITION IS HEATING UP WITH  
GOOGLE, TESLA AND MORE



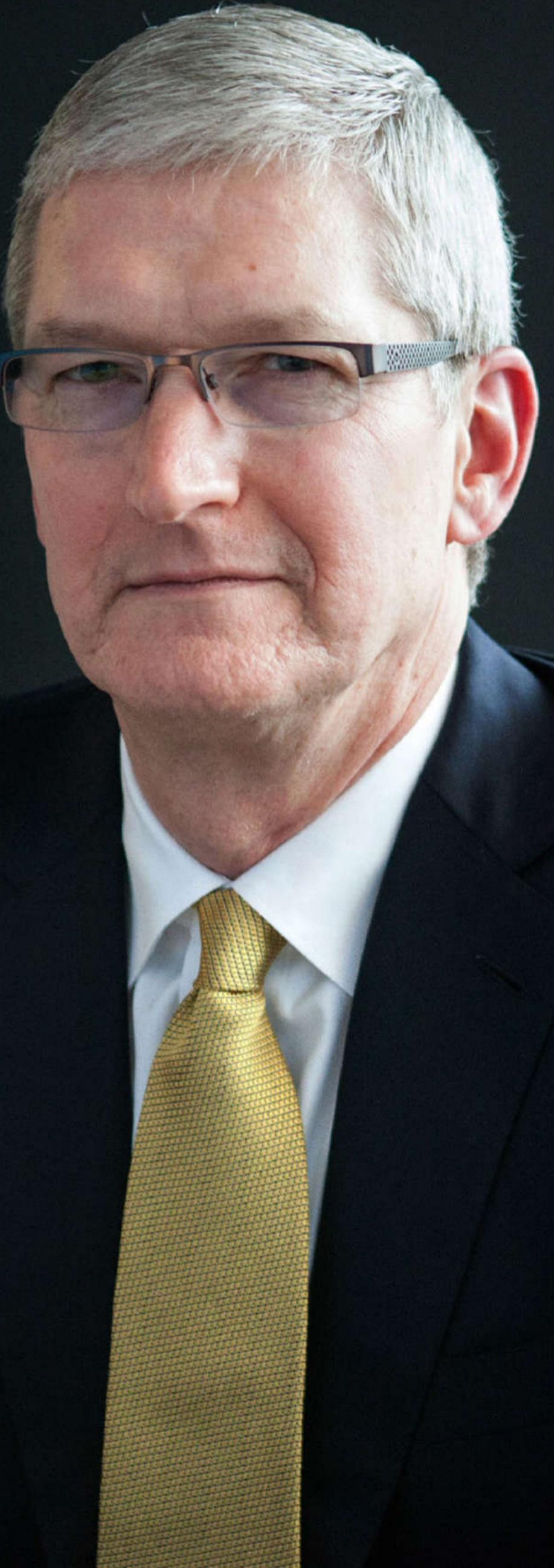




There was a time when Apple's only serious competition was with makers of hardware or software for personal computers - think the likes of IBM and Microsoft. Then, with the launch of the iPod, consumer electronics firms like Sony were in its sights. The iPhone brought in Nokia as a rival, iOS competes with Google's Android, while Apple's heavily rumored electric car project has heightened tensions with Tesla.

In short, Apple has never found itself taking on as many different companies as it does now - and this situation has called for Apple to continue working harder to both attract and keep top talent. Fortunately for the Cupertino corporation, there are plenty of signs that it is moving speedily ahead in this area - but there remain many tricky obstacles on the way.





## APPLE TAKES “AN UNUSUAL STEP” TO KEEP ITS TALENTS

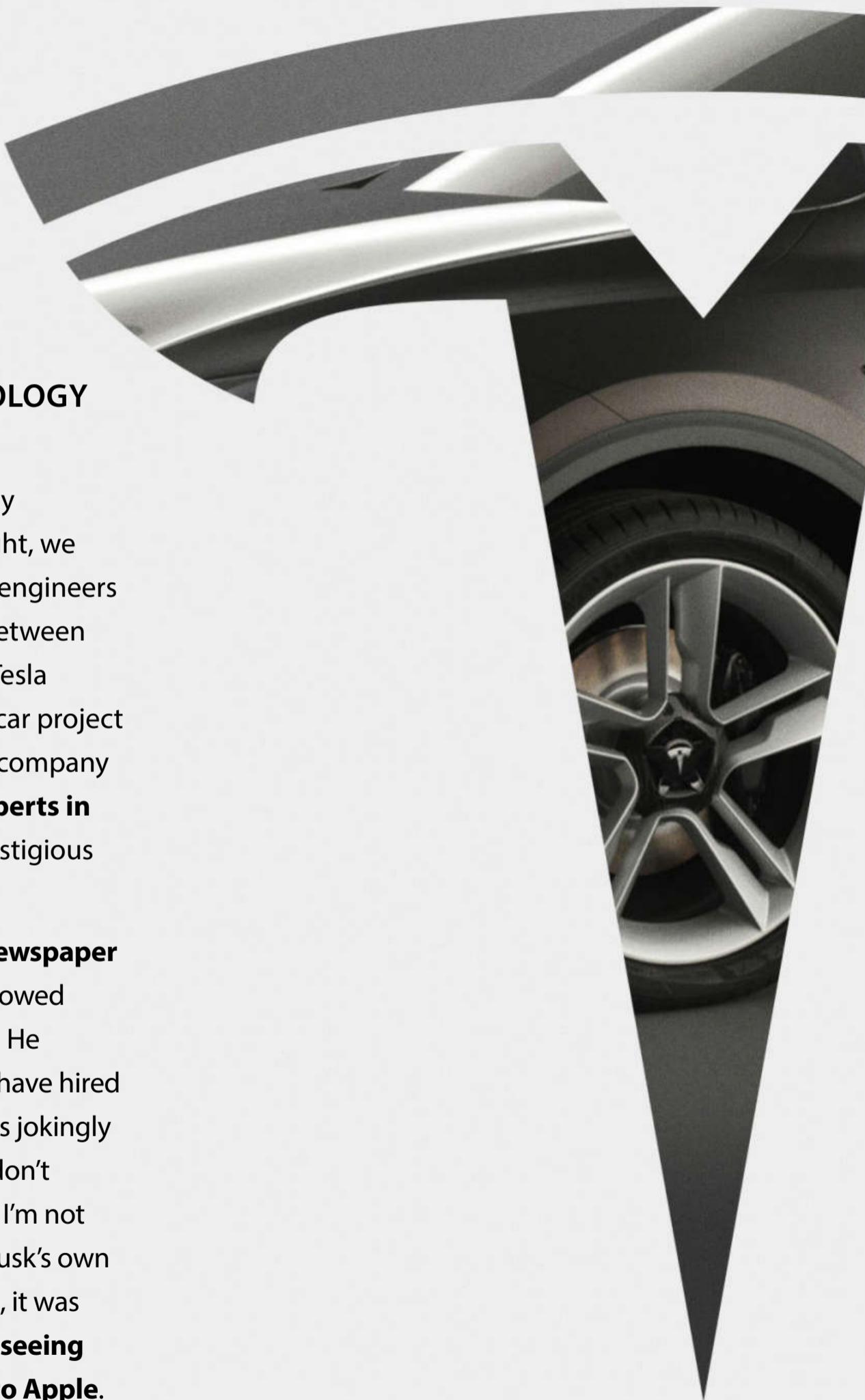
So, what perks has Apple recently been unpacking for its thousands of workers - many of which are present not just at the company’s main California base, but also in its retail stores across the globe? Last year, its human resources chief, Denise Young Smith, told Fortune of Apple’s decisions **to add lengthier parental leave, more education reimbursements and further donation-matching** to the employee perks.

Earlier this month, Apple CEO Tim Cook emailed all employees to inform them that **eligibility for RSU grants - that’s Restricted Stock Units - was being extended** from



just high-ranking management and product engineering staffers to every single Apple employee. Through these grants, workers can buy company stock at exclusive discounts and, as a result, effectively add to their pay packets.

In the email, Cook declared that the company's "most important resource — our soul — is our people. Along with our many progressive benefit plans, this is another way for us to say thanks." He also described this new RSU program as "an unusual step, and very special — just like our team", a clear sign of Apple's determination to keep its abundance of enviable employee talents within its wings.



## APPLE V TESLA IN THE RACE TO DEVELOP FUTURE CAR TECHNOLOGY

That's what Apple is offering - but are its various initiatives like these actually succeeding? For some degree of insight, we can look to the high profile tussle for engineers that has recently been taking place between Apple and electric car manufacturer Tesla Motors. Though Apple's own electric car project remains very much under wraps, the company has **evidently hired a number of experts in automated driving**, from several prestigious organizations including Tesla.

During an interview with German newspaper **Handelsblatt**, Tesla CEO Elon Musk showed little concern about Apple's poaching. He insisted that the Cupertino company "have hired people we've fired", adding: "We always jokingly call Apple the 'Tesla Graveyard.' If you don't make it at Tesla, you go work at Apple. I'm not kidding." Still, regardless of whether Musk's own assessment of the situation is accurate, it was only in May that he had **reported not seeing his company's engineers defecting to Apple**. This suggests that the latter's recruitment drive has been gathering pace.





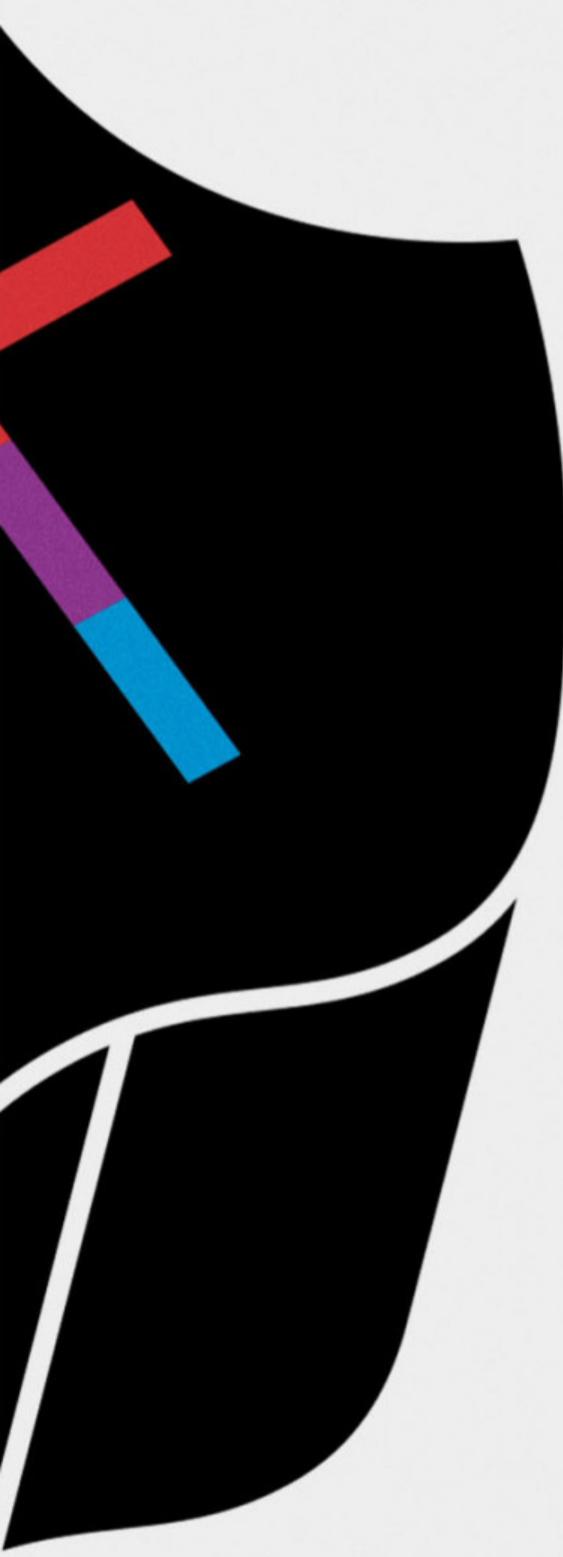


## SURPRISING STORIES OF PEOPLE WHO SAID NO TO APPLE

Yet, despite the obvious excitement and rewards that come with working for the world's most valuable company, a number of people have each reported rejecting Apple in favor of setting up their own startup business. One of these people is Holly Shelton, who founded MoveWith - described by Micah Rosenbloom, the host of podcast Collective Wisdom, as **a company "that turns the world into a workout club. It's a bit like Airbnb for fitness."**

And then there's Ron Wayne, the oft-forgotten third Apple co-founder who left the company shortly after its formation and, **as reported by the Daily Mail two years ago, later opened a stamp store near his South California residence.** Nonetheless, as Wayne himself admitted in an interview with the British news outlet, he could not have easily predicted how successful Apple would later become; a very different situation to that of Joseph Pigato, who **turned down Apple only several years ago to consult for crowdsourcing platform Sparked.**





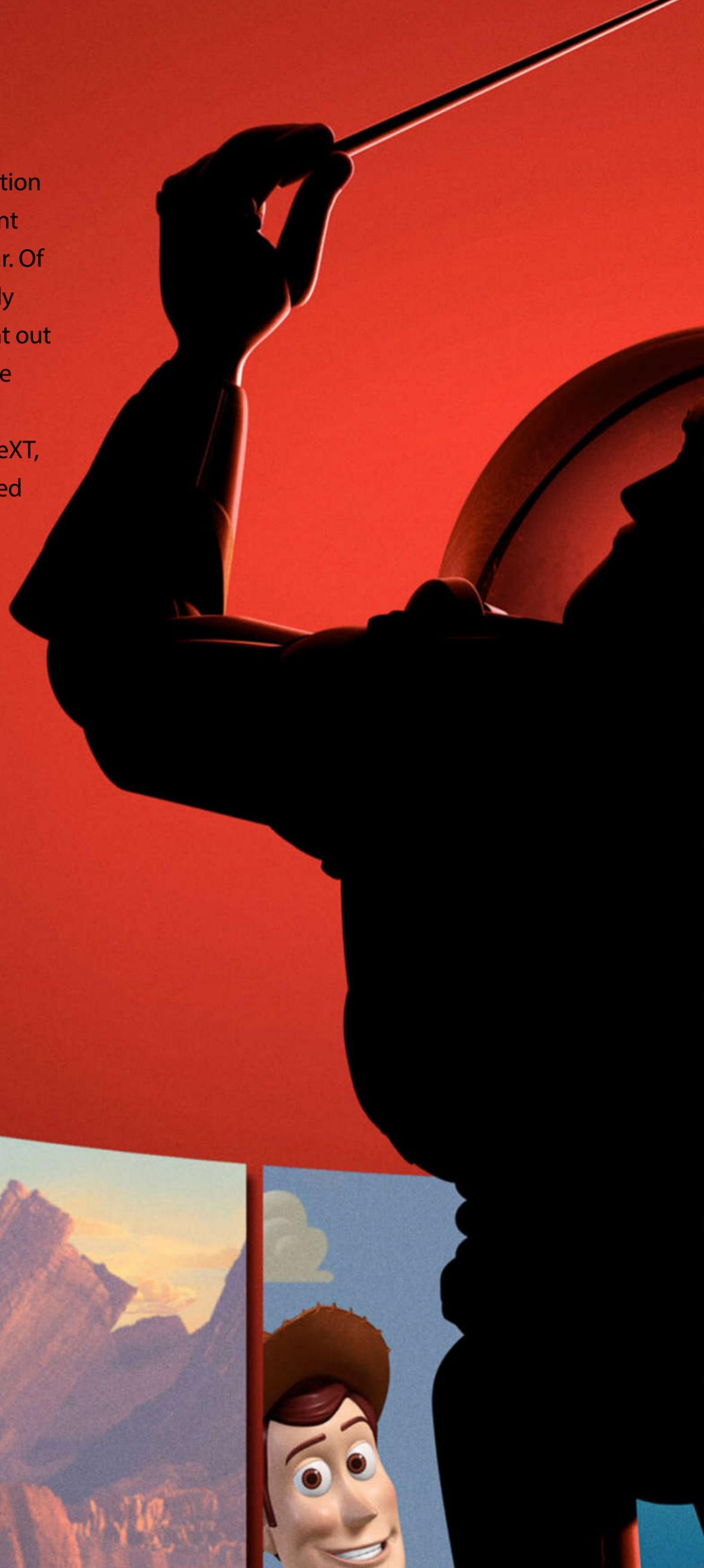
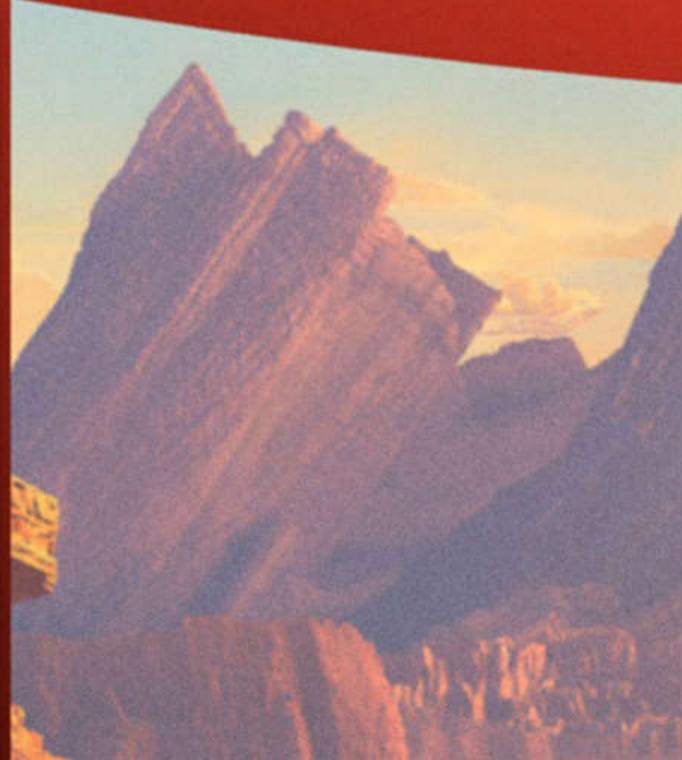
## HOW THE NEXT GENERATION LED TO... THE NEXT GENERATION

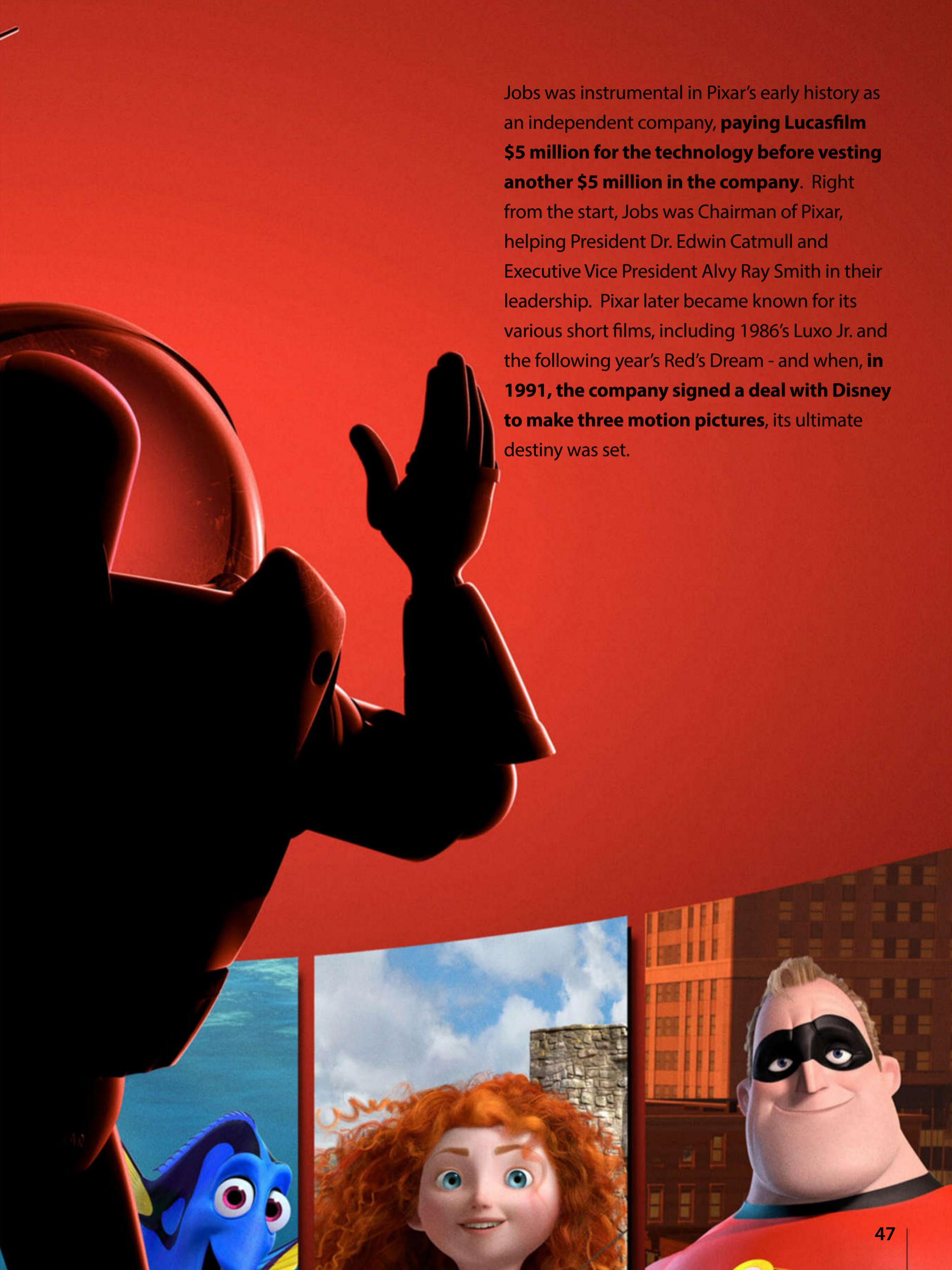
Easily the most high profile person to have left Apple before forming another business is, very ironically, Steve Jobs. In 1985, with some of his coworkers at Apple, Jobs founded NeXT, which became chiefly known for its development and manufacture of computer workstations for higher education and corporate markets. Though the company's products, including the NeXT Computer and NeXTstation, were generally not big sellers, the NeXTSTEP operating system had a significant lasting impact.

For example, it was **on a NeXT computer that the world's first website was hosted** - after the World Wide Web had been invented by British computer scientist Tim Berners-Lee at CERN, otherwise known as the European Organization for Nuclear Research, in 1989. NeXT moved its overriding focus more on to software development in the early 1990s - before the company was acquired by Apple in 1997 and NeXT software eventually formed a basis for OS X, iOS and watchOS.

## PIXAR AND THE STEVE JOBS CONNECTION

In 1986, The Graphics Group, part of the Computer Division at George Lucas' production company Lucasfilm, became an independent corporation and was renamed - ahem - Pixar. Of course, the company has long been a hugely successful animation studio, having brought out cinematic hits including Toy Story and Inside Out. However, until the 1990s, it had much more obvious similarities with Apple and NeXT, being mainly a manufacturer of sophisticated computer hardware.





Jobs was instrumental in Pixar's early history as an independent company, **paying Lucasfilm \$5 million for the technology before vesting another \$5 million in the company**. Right from the start, Jobs was Chairman of Pixar, helping President Dr. Edwin Catmull and Executive Vice President Alvy Ray Smith in their leadership. Pixar later became known for its various short films, including 1986's Luxo Jr. and the following year's Red's Dream - and when, **in 1991, the company signed a deal with Disney to make three motion pictures**, its ultimate destiny was set.



## HOW FURTHER GROWTH CAN ALSO LEAD TO FURTHER INNOVATION

Despite such instances, Apple's continued growth has long seen the company far more often attract, rather than lose, employees. As shown by the statistics portal Statista, the Cupertino firm's full time employee base **has grown sharply from 14,800 in 2005 to 92,600 in 2014**. The company's regular openings of new Apple Stores around the world has certainly helped with this, along with its purchases of other businesses.

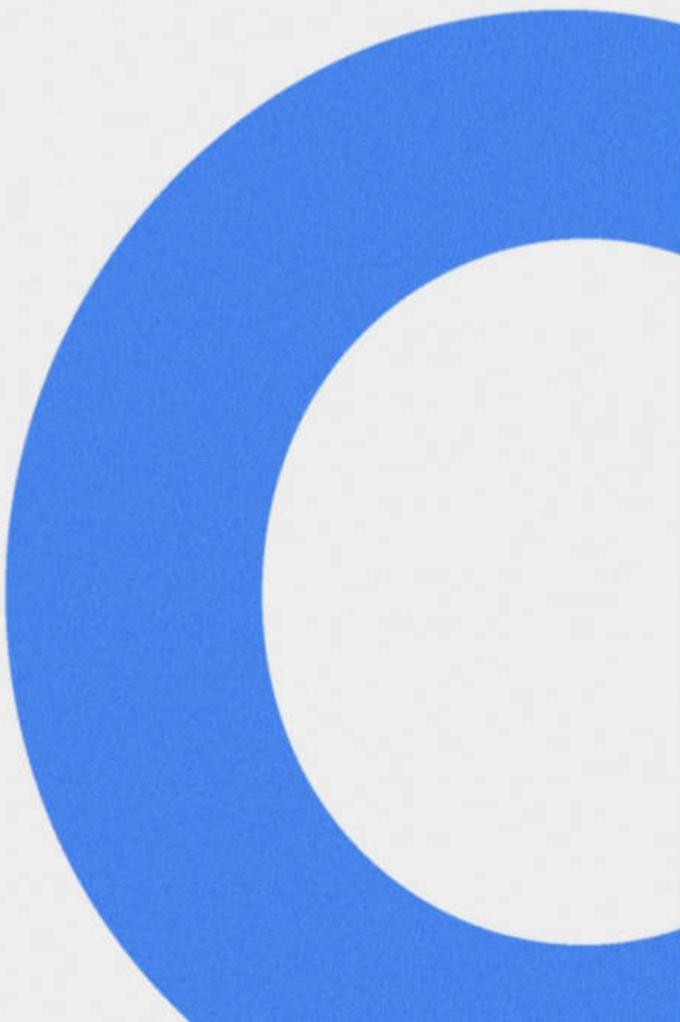
The major acquisition of Dr. Dre's Beats Electronics last year is an obvious example, but Apple has also picked up many startups responsible for unique technology that the parent company could come to hugely depend on in its drive for innovation. Earlier this month, it acquired Perceptio, which **developed technology for sophisticated artificial intelligence on smartphones that does not rely on huge amounts of external data**. This is undoubtedly helpful technology for Apple, given its much-publicized commitment to minimizing how much consumer data it uses.



## THE COMPETITION FOR TALENT WILL GO ON AND ON...

Being the world's most valuable company puts Apple under pressure to maintain this lofty position - especially considering that **its biggest rival in the tech world, Google, is snapping at its heels.** These companies already maintain the world's two most popular mobile operating systems - and, with both said to be now entering the automotive industry, it'll be interesting to see what strategies they follow in their contest to be not only tech's, but also the world's, top dog. ■

by Benjamin Kerry & Gavin Lenaghan





# CHINESE CYBERATTACKS ON US COMPANIES CONTINUE, REPORT SAYS

Chinese hacking attempts on American corporate intellectual property have occurred with regularity over the past three weeks, suggesting that China almost immediately began violating its newly minted cyberagreement with the United States, according to a newly published analysis by a cybersecurity company with close ties to the U.S. government.



The Irvine, California-based company, CrowdStrike, says it documented seven Chinese cyberattacks against U.S. technology and pharmaceuticals companies “where the primary benefit of the intrusions seems clearly aligned to facilitate theft of intellectual property and trade secrets, rather than to conduct traditional national security-related intelligence collection.”

“We’ve seen no change in behavior,” said Dmitri Alperovich, a founder of CrowdStrike who wrote one of the first public accounts of commercial cyberespionage linked to China in 2011.

One attack came on Sept. 26, CrowdStrike says, the day after President Barack Obama and Chinese President Xi Jinping announced their deal in the White House Rose Garden. CrowdStrike, which employs former FBI and National Security Agency cyberexperts, did not name the corporate victims, citing client confidentiality. And the company says it detected and thwarted the attacks before any corporate secrets were stolen.

A senior Obama administration official, speaking on condition of anonymity because he was not allowed to discuss the matter publicly, said officials are aware of the report but would not comment on its conclusions. The official did not dispute them, however.

The U.S. will continue to directly raise concerns regarding cybersecurity with the Chinese, monitor the country’s cyberactivities closely and press China to abide by all of its commitments, the official added.

The U.S.-China agreement forged last month does not prohibit cyberspying for national security purposes, but it bans economic

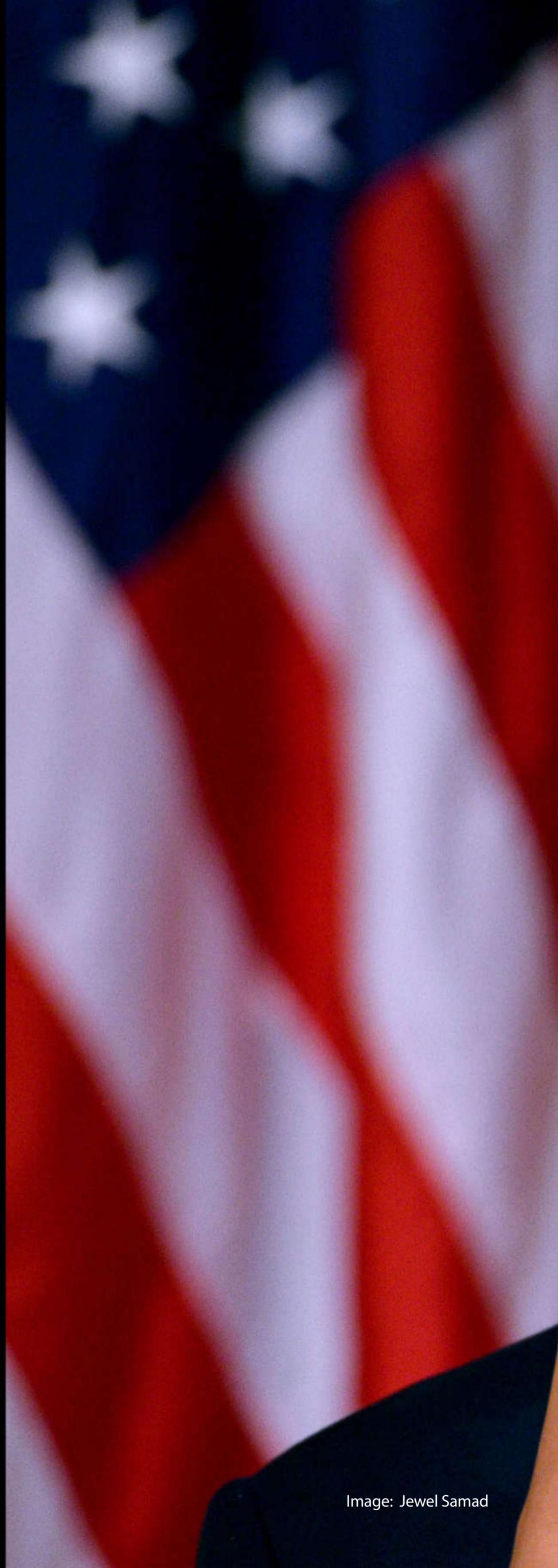


Image: Jewel Samad



espionage designed to steal trade secrets for the benefit of competitors. That is something the U.S. says it doesn't do, but Western intelligence agencies have documented such attacks by China on a massive scale for years.

China denies engaging in such behavior, but threats of U.S. sanctions led Chinese officials to conduct a flurry of last-minute negotiations which led to the deal.

CrowdStrike on Monday released a timeline of recent intrusions linked to China that it says it documented against "commercial entities that fit squarely within the hacking prohibitions covered under the cyberagreement."

The intrusion attempts are continuing, the company says, "with many of the China-affiliated actors persistently attempting to regain access to victim networks even in the face of repeated failures."

CrowdStrike did not explain in detail how it attributes the intrusions to China, an omission that is likely to draw criticism, given the ability of hackers to disguise their origins. But the company has a long track record of gathering intelligence on Chinese hacking groups, and U.S. intelligence officials have often pointed to the company's work.

"We assess with a high degree of confidence that these intrusions were undertaken by a variety of different Chinese actors, including Deep Panda, which CrowdStrike has tracked for many years breaking into national security targets of strategic importance to China," Alperovich wrote in a blog posting that laid out his findings.



Image: Evan Vucci





Image: Ted S. Warren



The hacking group known as Deep Panda, which has been linked to the Chinese military, is believed by many researchers to have carried out the attack on insurer Anthem Health earlier this year.

CrowdStrike and other companies have tracked Deep Panda back to China based on the malware and techniques it uses, its working hours and other intelligence.

In 2013, another cybersecurity company, Mandiant, published a report exposing what it said was a hacking unit linked to China's People's Liberation Army, including identifying the building housing the unit in Beijing. Those findings were later validated by American intelligence officials.

# REPORT: APPLE SAYS IT HAS 15 MILLION STREAMING MUSIC USERS



Apple Inc. says it has 15 million users on its streaming-music service, including 6.5 million paying subscribers.

Speaking at WSJDLive, The Wall Street Journal's global technology conference, Apple CEO Tim Cook said the company has 6.5 million paying customers for Apple Music and 8.5 million customers on three-month trials.

The newspaper says (<http://on.wsj.com/1LAy1Mz>) in a report from Laguna Beach, California, posted early Tuesday on its website that Apple launched Apple Music on June 30 and offered every user a three-month trial period.

The Journal reports that after the trial period, users pay \$9.99 a month for individual subscriptions or \$14.99 for families. The first batch of customers came off the trial period at the end of September.

Cook says consumers are responding positively to one of the main differentiating features of its service: human curation of playlists.





# GOOGLE TO GIVE AWAY SOFTWARE TO MICROSOFT OFFICE DEFECTORS

Google is escalating an attack on Microsoft's lucrative Office software in an attempt to hit its longtime rival where it will hurt the most.

The assault is targeting companies and government agencies paying for Microsoft's suite of word processing, email, calendar, spreadsheet and other Office programs. If they dump Microsoft, Google will give them free use of a package of its competing software that normally costs \$5 or \$10 per user each month.

The price for the "Google for Work" software will be waived for the duration of the defecting customers' existing contracts with Microsoft or any other supplier. The offer is open for the next six months in the U.S. and will eventually be extended to other countries.

Google is limiting the free usage to 3,000 people per defecting customer. Even with that restriction, Google will be foregoing \$180,000 to \$360,000 in annual revenue if a company with 3,000 people signs up for the offer. As an additional incentive, Google will pay up to \$75,000 to each company switching to its software to cover the costs of making the change.

Google, now owned by a newly formed company called Alphabet Inc., declined to say how much it has budgeted for its latest assault on Microsoft Corp. Google says more than 600 companies have at least 10,000 employees using Work software.





The offer underscores Google's confidence in the quality of its software and its resolve to undercut one of Microsoft's most valuable franchises, said Aragon Research analyst Jim Lundy said. He estimated Microsoft's current customers are paying \$12 to \$20 per user under contracts that typically run for several years.

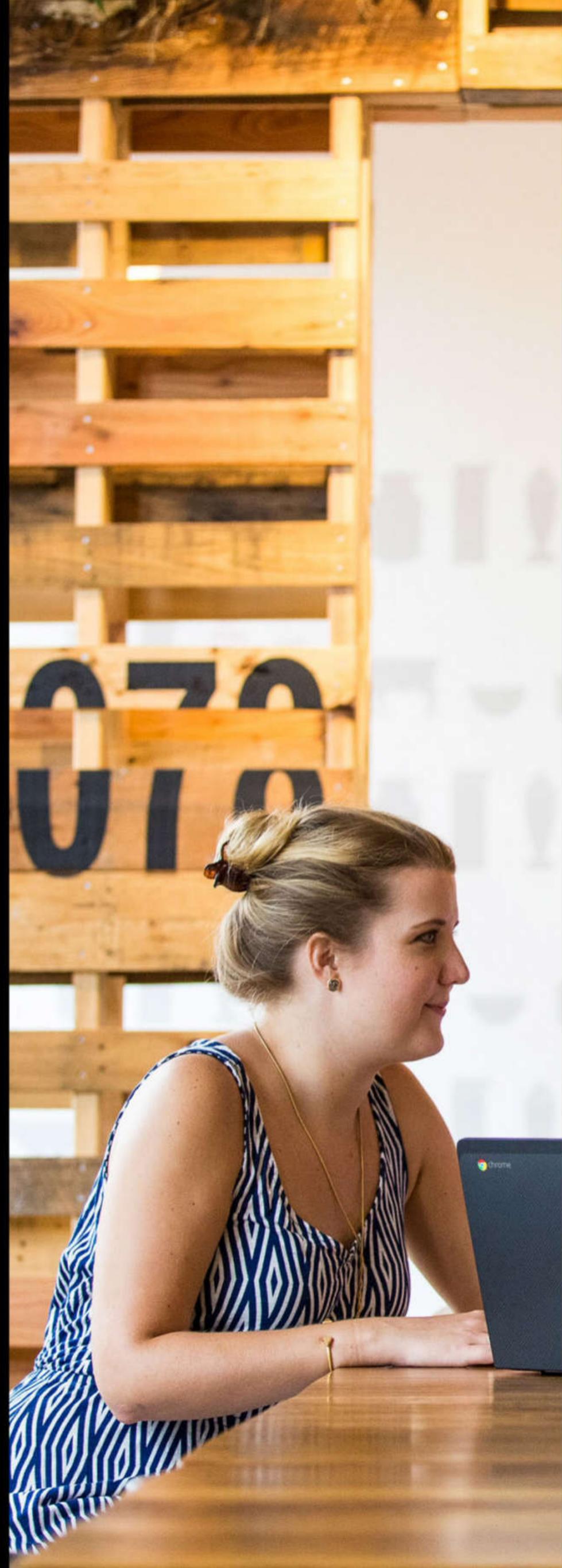
Microsoft's Office division generated \$23.5 billion, or roughly one-quarter of the software maker's revenue during its last fiscal year ending in June. The revenue includes sales of Office to consumers, too.

Digital advertising still accounts for nearly all of Google's revenue, which totaled \$66 billion last year. But the Mountain View, California, company has diverting some of the money it makes from advertising to chip away at Microsoft's dominance in office software since it introduced a suite of competing programs nearly a decade ago.

At that time, Google was trying a different approach by requiring an Internet connection to use its software instead of installing the programs on the hard drives of individual programs. Now, Microsoft and most other software makers sell subscriptions that allow online access to their programs so they can be opened on personal computers, tablets and smartphones.

Microsoft, which is based in Redmond, Washington, also has been trying to chip away at Google's dominance in Internet search and advertising for the past decade, with little success.

Google's new business software offer "represents a continuing saga in the battle with Microsoft for control of the desktop and mobile devices," Lundy said.





Rate this packaging: [www.amazon.com](http://www.amazon.com)

amazon.co



# CRACKDOWN: AMAZON SUES TO STOP PHONY PRODUCT REVIEWS

Amazon is stepping up its fight against bogus product reviews on its site, suing more than 1,000 people for allegedly offering to post glowing write-ups for as little as \$5 apiece.

The complaint, filed in state court in Seattle on Friday, takes aim at what is believed to be a burgeoning practice online: Some people try to make money by writing five-star testimonials about products they have never even tried. And some companies try to boost sales by commissioning such reviews.





Online shoppers are relying more and more on consumer reviews on everything from restaurant meals and Uber rides to hotel rooms and iPhone cases. About 45 percent of consumers consider product reviews when weighing an online purchase, according to Forrester Research.

Retailers have tried to crack down on paid-for bogus reviews in a variety of ways. Other sites that depend on customer-generated reviews, including Yelp and TripAdvisor, use computer algorithms and teams of investigators to detect fraudulent write-ups.

In April, Amazon, the nation's largest online retailer, sued several sites that offered to produce positive reviews. In the latest lawsuit, the company is going after writers of the reviews themselves who have accounts on freelance marketplace Fiverr.com.

The writers promise five-star reviews to companies that sell products on Amazon.com, according to the complaint. In many cases, the writers ask the sellers themselves to write the review, and then put their name on it, the lawsuit alleges.

In one example, a Fiverr seller named "bess98" said she would provide an "awesome" review if the seller provided the text.

Anyone who buys something off Amazon is considered a verified customer and can write an online review about the product. That's one way Amazon tries to guard against bogus reviews.

In at least one instance, however, a would-be reviewer offered to receive an empty envelope from a seller to make it look as if the person had actually bought the product, according to the lawsuit.

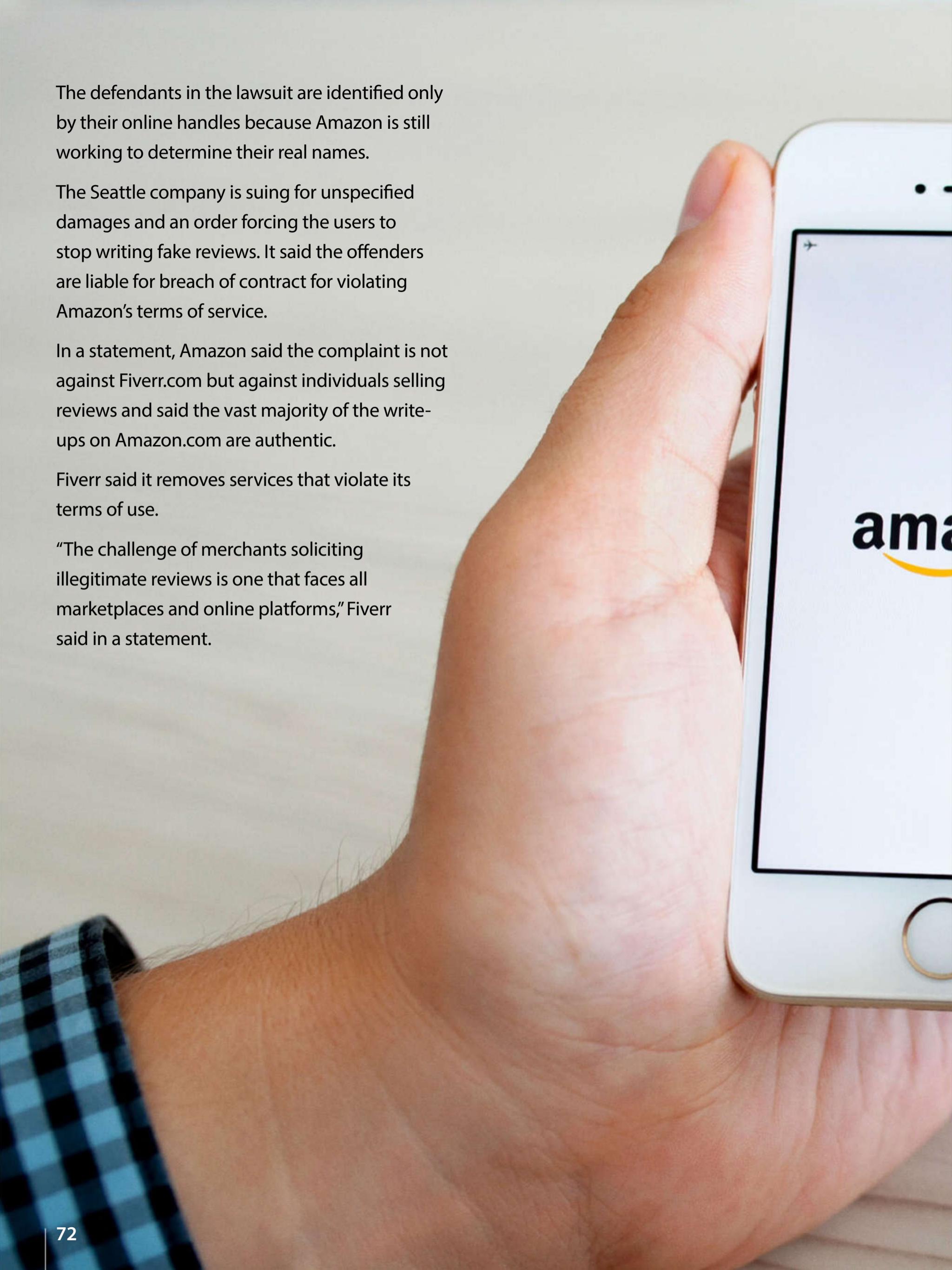
The defendants in the lawsuit are identified only by their online handles because Amazon is still working to determine their real names.

The Seattle company is suing for unspecified damages and an order forcing the users to stop writing fake reviews. It said the offenders are liable for breach of contract for violating Amazon's terms of service.

In a statement, Amazon said the complaint is not against Fiverr.com but against individuals selling reviews and said the vast majority of the write-ups on Amazon.com are authentic.

Fiverr said it removes services that violate its terms of use.

"The challenge of merchants soliciting illegitimate reviews is one that faces all marketplaces and online platforms," Fiverr said in a statement.





# TOP Free Apps



## #01 – The Walking Dead: No Man's Land

By Next Games Oy

Category: Games

Requires iOS 8.0 or later. Compatible with iPhone, iPad, and iPod touch



## #02 – Facebook Messenger

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



## #03 – Facebook

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



## #04 – Smashy Road: Wanted

By Remco Kortenoever

Category: Games

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.



## #05 – Instagram

By Instagram, Inc.

Category: Photo & Video

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



## #06 – Netflix

By Netflix, Inc.

Category: Entertainment

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



## #07 – Snapchat

By Snapchat, Inc.

Category: Photo & Video

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



## #08 – YouTube

By Google, Inc.

Category: Photo & Video

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



## #09 – iTunes U

By Apple

Category: Education

Requires iOS 8.3 or later. Compatible with iPhone, iPad, and iPod touch.



## #10 – Pandora - Free Music & Radio

By Pandora Media, Inc.

Category: Music

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.

iOS

# TOP Free Apps



## #01 – OS X El Capitan

By Apple  
Category: Utilities  
Compatibility: OS X 10.6.8 or later



## #02 – App for Instagram

By Joacim Ståhl  
Category: Social Networking  
Compatibility: OS X 10.7 or later, 64-bit processor



## #03 – Xcode

By Apple  
Category: Developer Tools  
Compatibility: OS X 10.8.4 or later



## #04 – Kindle

By AMZN Mobile LLC  
Category: Reference  
Compatibility: OS X 10.8 or later



## #05 – Microsoft Remote Desktop

By Microsoft Corporation  
Category: Business  
Compatibility: OS X 10.7 or later, 64-bit processor



## #06 – ooVoo Video Call, Text and Voice

By ooVoo LLC  
Category: Social Networking  
Compatibility: OS X 10.7 or later, 64-bit processor



## #07 – The Unarchiver

By Dag Agren  
Category: Utilities  
Compatibility: OS X 10.6.0 or later, 64-bit processor



## #08 – Full Deck Solitaire

By GRL Games  
Category: Games  
Compatibility: OS X 10.6.6 or later



## #09 – Microsoft OneNote

By Microsoft Corporation  
Category: Productivity  
Compatibility: OS X 10.10 or later



## #10 – Evernote

By Evernote  
Category: Productivity  
Compatibility: OS X 10.7.5 or later, 64-bit processor



Mac OS X

# TOP Paid Apps

ios



## #01 – Minecraft – Pocket Edition

By Mojang

Category: Games / Price: \$6.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.



## #02 – PAUSE - Relaxation at your fingertip

By ustwo™

Category: Health & Fitness / Price: \$1.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.



## #03 – Plague Inc.

By Ndemic Creations

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.



## #04 – Geometry Dash

By RobTop Games AB

Category: Games / Price: \$1.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.



## #05 – Heads Up!

By Warner Bros.

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.



## #06 – Scribblenauts Remix

By Warner Bros.

Category: Games / Price: \$0.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.



## #07 – New Emoji - Extra Emoji Stickers

By Emoji Apps GmbH

Category: Utilities / Price: \$1.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



## #08 – Facetune

By Lightricks Ltd.

Category: Photo & Video / Price: \$3.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



## #09 – PewDiePie: Legend of the Brofist

By Outerminds Inc.

Category: Games / Price: \$4.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.



## #10 – Afterlight

By Afterlight Collective, Inc

Category: Photo & Video / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.



# TOP Paid Apps

## #01 – GarageBand

By Apple  
Category: Music / Price: \$4.99  
Compatibility: OS X 10.9 or later



## #02 – iPulse

By The Iconfactory  
Category: Utilities / Price: \$9.99  
Compatibility: OS X 10.6.6 or later, 64-bit processor



## #03 – 1Password

By AgileBits Inc.  
Category: Productivity / Price: \$29.99  
Compatibility: OS X 10.10 or later, 64-bit processor



## #04 – Logic Pro X

By Apple  
Category: Music / Price: \$199.99  
Compatibility: OS X 10.8.4 or later, 64-bit processor



## #05 – Duplicate Photos Fixer Pro

By Systweak Software  
Category: Photography / Price: \$0.99  
Compatibility: OS X 10.7 or later



## #06 – Disk Doctor

By FIPLAB Ltd  
Category: Utilities / Price: \$2.99  
Compatibility: OS X 10.7.3 or later, 64-bit processor



## #07 – Document Writer

By xiong feng  
Category: Business / Price: \$9.99  
Compatibility: OS X 10.7 or later



## #08 – Final Cut Pro

By Apple  
Category: Video / Price: \$299.99  
Compatibility: OS X 10.10.4 or later, 64-bit processor



## #09 – AntiVirus Sentinel Pro

By Calin Popescu  
Category: Utilities / Price: \$9.99  
Compatibility: OS X 10.7 or later, 64-bit processor



## #10 – BetterSnapTool

By Andreas Hegenberg  
Category: Productivity / Price: \$1.99  
Compatibility: OS X 10.6 or later, 64-bit processor



Mac OS X

# iTunes

## Review



Trailer

Movies  
& TV Shows



[iTunes Preview](#)



by Alex Garland  
Genre: Sci-Fi & Fantasy  
Released: 2015  
Price: \$14.99

★★★★★  
925 Ratings

Rotten Tomatoes  
 92%  
FRESH

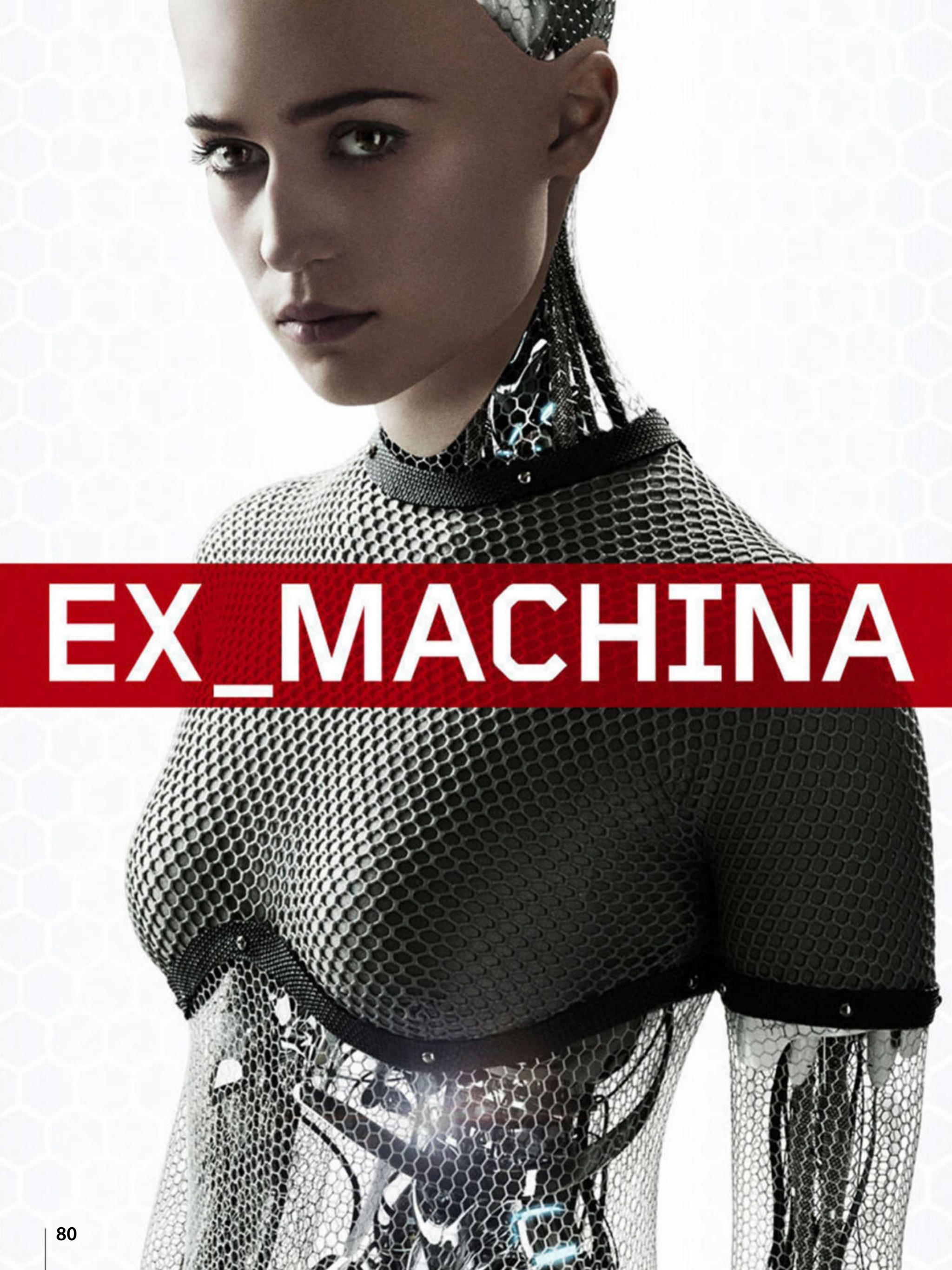
# Ex Machina

A promising young programmer, Caleb, wins the chance to stay in his reclusive CEO's high-security home for a week. His CEO, Nathan, has developed a humanoid robot with advanced artificial intelligence. But is there more to Nathan, and his robot Ava, than meets the eye?

## FIVE FACTS:

- 1. The film's title is pronounced with a hard "C" (or "K").**
- 2. The film is Alex Garland's directional debut.** However, Garland has previously written "28 Days Later" and "Sunshine", both high-performing sci-fi/horror films.
- 3. Garland has described the future presented in the film as 'ten minutes from now'.** Meaning 'if somebody like Google or Apple announced tomorrow that they had made Ava, we would all be surprised, but we wouldn't be that surprised'.
- 4. Alicia Vikander, the actress who plays the wily Ava, is currently dating fellow actor Michael Fassbender.**
- 5. The musical score for the film was produced by Portishead's Geoff Barrow and the Emmy-nominated Ben Salisbury.** Other music featured in the film includes tracks by Savages and Orchestral Manoeuvres in the Dark.

See more in  
[iTunes](#)



# EX\_MACHINA



*WGTC Interview with cast members*

# Mad Max: Fury Road

Max Rockatansky is a survivor in post-apocalyptic Australia. Tagging along with a group of escaped women prisoners searching for their homeland, they must escape the pursuit of the tyrannical Immortan Joe.

## FIVE FACTS:

**1. Over 80% of the effects seen in the film are real practical effects, stunts, make-up and sets. CGI was used sparingly mainly to enhance the Namibian landscape, remove stunt rigging and for Charlize Theron's left hand which in the film is a prosthetic arm.**

**2.** Near the end of the credits there is a memorial dedication that reads "Lance Allen Moore II, May 24, 1987 - March 10, 2015." Moore was a Mad Max fan killed in a motorcycle accident near Silverton, New South Wales, Australia, where Mad Max 2: The Road Warrior (1981) was filmed.

**3.** The movie had actually been in pre-production since 1997, but due to an array of delays, including the September 11 Attacks and other conflicts, filming began over a decade later in 2011.

**4.** This movie is the first Mad Max movie since "Mad Max Beyond Thunderdome" released in 1985, a gap of thirty years.

**5.** The character of Immortan Joe wears a face mask that isn't dissimilar to the mask Tom Hardy (Max) wore when he portrayed Bane in "The Dark Knight Rises" (2012).



Rotten Tomatoes



97 %



[iTunes Preview](#)



by George Miller  
Genre: Action & Adventure  
Released: 2015  
Price: \$19.99

★★★★★  
1133 Ratings



*Trailer*



# MAA FURY ROAD



*Opening scene*

# iTunes Review



[iTunes Preview](#)

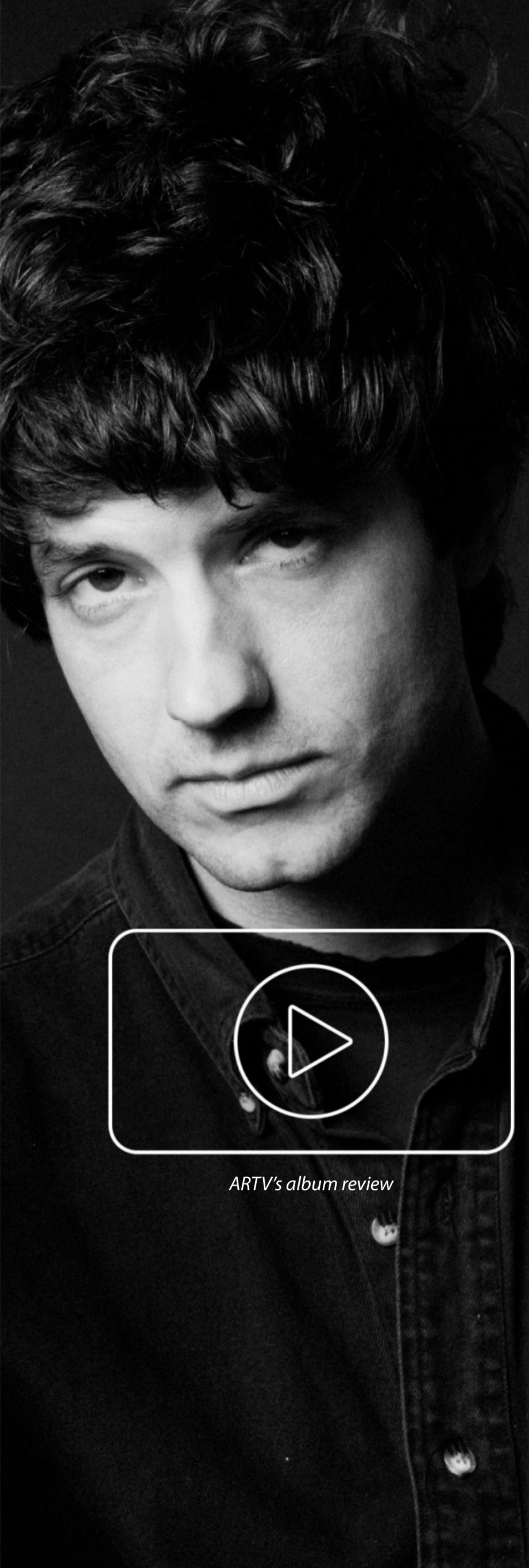


Genre: Dream pop  
Released: Oct 16, 2015  
9 Songs  
Price: \$8.99



59 Ratings

# Music



# Thank Your Lucky Stars Beach House

Their second album in two months; Beach House's sixth effort is just as dreamy and ethereal as the rest. The American duo, consisting of Victoria Legrand (vocals, keyboards) and Alex Scally (guitar, keyboards), released "Thank Your Lucky Stars" to critical acclaim. This album is perhaps the most melancholy out of their two latest releases, but it's still a must-listen.

## FIVE FACTS:

1. The band's influences include The Cocteau twins, The Zombies, and Francoise Hardy.
2. The duo once got into a row with Volkswagen over one of their adverts broadcast in Britain. The advert used a song "composed by a team" that sounded suspiciously familiar to "Take Care" from the album "Teen Dream"

### Source:

3. Legrand has also worked with artists in a similar vein such as Air and Grizzly Bear.
4. The band were faced with, and overcame, technical difficulties whilst playing the Park Stage at Glastonbury 2010. The cause of the technical difficulties? "Too much MDMA."

### Source:

5. "Teen Dream", the band's third album, is said to have gained such an amount of positive reviews that Jay Z and Beyonce were spotted at one of the band's shows soon after.

ARTV's album review





*“One Thing” performed on “The Late Show with Stephen Colbert”*

# Fading Frontier

## Deerhunter

Although it's been described as "poppier" than the rest of their work, Deerhunter's latest effort is still tinged with the familiar melancholy calm of their past work. "Fading Frontier" has received critical acclaim, it also being said that the "band's weirdness continues".

### FIVE FACTS:

**1.** Deerhunter's live shows are "much more savage" than their albums. From audience members being invited on stage for half hour long jamming sessions, to slinging pot plants about the stage, it's best to expect the unexpected!

#### Source:

**2.** The band curated a stint of the All Tomorrow's Parties festivals in the UK. The 2013 lineup, chosen entirely by the band, included The Breeders, Kim Gordon of Sonic Youth, and Talking Heads offshoot Tom Tom Club.

**3.** Whilst performing a solo show as Atlas Sound, frontman Bradford Cox once covered The Knack's classic song "My Sharona" for a full hour after a heckler chanted the song title at him.

#### Source:

**4.** "Fading Frontier" is the band's first effort after Cox was hit by a car in 2014, leaving him hospitalized. He said that the accident gave him a "perspective-giving jolt".

**5.** Cox starred in popular film "Dallas Buyers Club", playing Jared Leto's love interest.





iTunes Preview



Genre: Alternative

Released: Oct 16, 2015

9 Songs

Price: \$9.99



32 Ratings



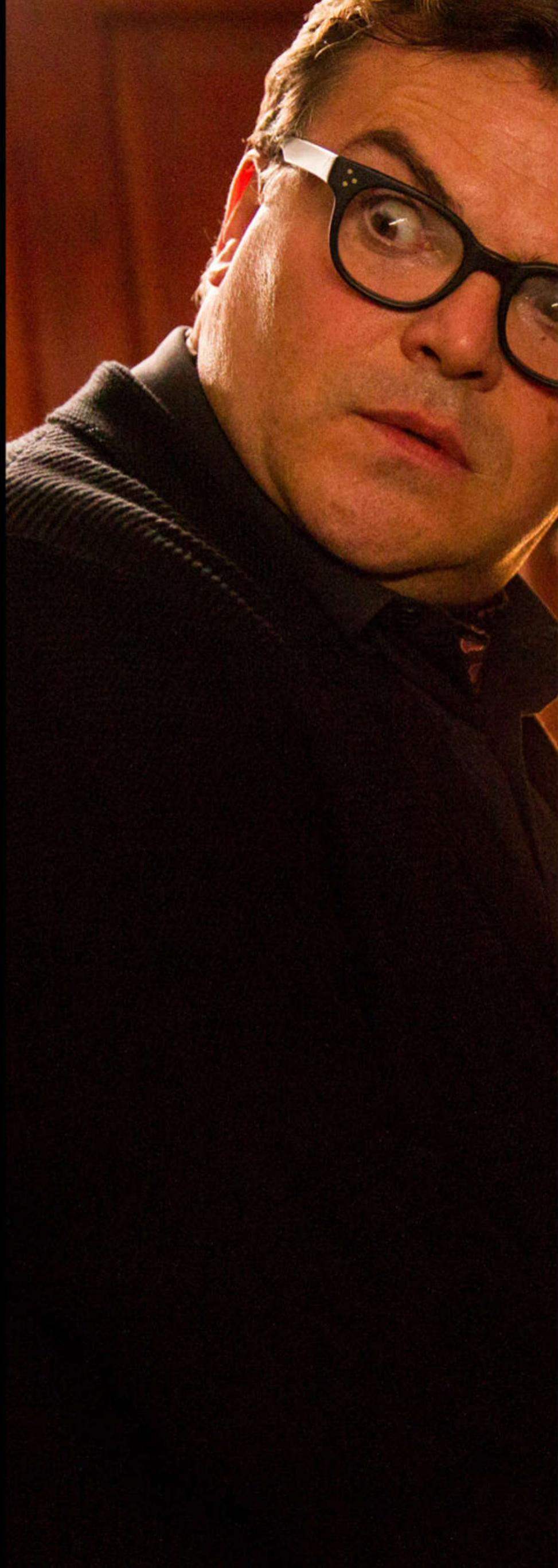
*Snakeskin*



Breaker



# 'GOOSEBUMPS' SPOOKS 'SPIES,' 'CRIMSON PEAK' AT BOX OFFICE



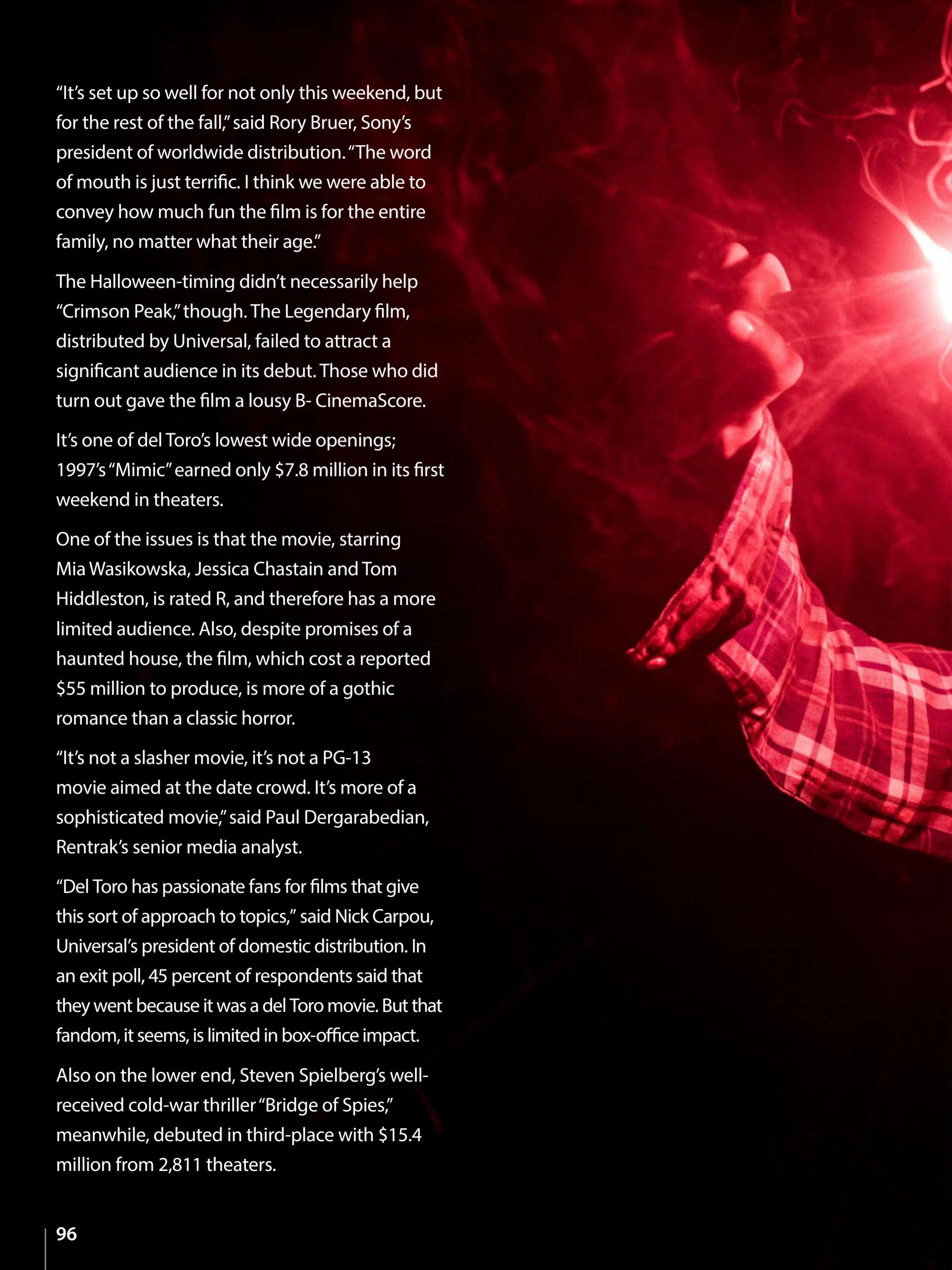
Scare-seeking audiences preferred the family-friendly "Goosebumps" over the gothic horror of Guillermo del Toro's haunted house pic "Crimson Peak" two weekends out from Halloween.

Sony's "Goosebumps," based on the popular book series, earned \$23.5 million out of the gates to take the first-place spot, while del Toro's "Crimson Peak" languished at fourth with \$12.8 million.

"Goosebumps" also managed to beat "The Martian" by a hair, pushing Ridley Scott's space adventure to the second-place spot for the first time in its three-week run with \$21.5 million.

Starring Jack Black as author R.L. Stine, "Goosebumps" cost a reported \$58 million to produce. Audiences, 59 percent of whom were under the age of 25, gave the film a promising "A" CinemaScore, and reviews have been mostly favorable for the PG-rated pic.





"It's set up so well for not only this weekend, but for the rest of the fall," said Rory Bruer, Sony's president of worldwide distribution. "The word of mouth is just terrific. I think we were able to convey how much fun the film is for the entire family, no matter what their age."

The Halloween-timing didn't necessarily help "Crimson Peak," though. The Legendary film, distributed by Universal, failed to attract a significant audience in its debut. Those who did turn out gave the film a lousy B- CinemaScore.

It's one of del Toro's lowest wide openings; 1997's "Mimic" earned only \$7.8 million in its first weekend in theaters.

One of the issues is that the movie, starring Mia Wasikowska, Jessica Chastain and Tom Hiddleston, is rated R, and therefore has a more limited audience. Also, despite promises of a haunted house, the film, which cost a reported \$55 million to produce, is more of a gothic romance than a classic horror.

"It's not a slasher movie, it's not a PG-13 movie aimed at the date crowd. It's more of a sophisticated movie," said Paul Dergarabedian, Rentrak's senior media analyst.

"Del Toro has passionate fans for films that give this sort of approach to topics," said Nick Carpou, Universal's president of domestic distribution. In an exit poll, 45 percent of respondents said that they went because it was a del Toro movie. But that fandom, it seems, is limited in box-office impact.

Also on the lower end, Steven Spielberg's well-received cold-war thriller "Bridge of Spies," meanwhile, debuted in third-place with \$15.4 million from 2,811 theaters.







Despite the PG-13 rating, audiences for the \$40 million film starring Tom Hanks were overwhelmingly adult. An estimated 88 percent were over the age of 25, according to a Rentrak survey.

"This is a movie that will have a very long life in theaters. Older audiences won't rush out and may even wait until mid-week to see the film in theaters," Dergarabedian said.

"It's a very solid start and is setting it up for a really great run overall," said Dave Hollis, Disney's executive vice president of distribution.

"Bridge of Spies," like other adult-themed films, will be playing the long game across the fall and the beginning of awards season.

"We have to look at the fall movie season as a marathon, not a sprint like summer," Dergarabedian said.

"Beasts of No Nation," meanwhile, failed to ignite a day and date revolution. The film, produced by Netflix, debuted simultaneously on the streaming platform and in theaters Friday. Its earned only \$50,699 from 31 theaters for a lackluster \$1,635 per theater average.

Internationally, "Ant-Man" opened in China to \$43.2 million, bringing its global take to \$454.6 million. Disney recently announced that a sequel is in the works for 2017.

Estimated ticket sales for Friday through Sunday at U.S. and Canadian theaters, according to Rentrak. Where available, the latest international numbers for Friday through Sunday are also included. Final domestic figures will be released Monday.

1. "Goosebumps," \$23.5 million.

2. "The Martian," \$21.5 million  
(\$37 million international).

3. "Bridge of Spies," \$15.4 million.

4. "Crimson Peak," \$12.8 million  
(\$13.4 million international).

5. "Hotel Transylvania 2," \$12.3 million  
(\$30.6 million international).

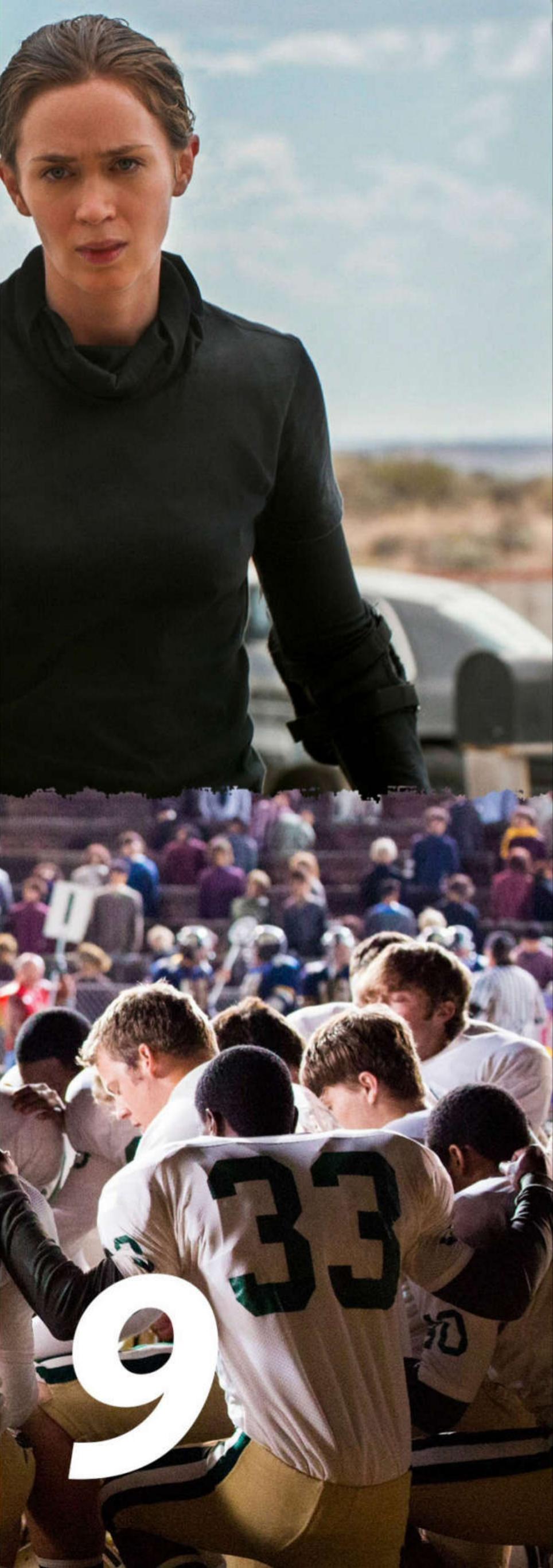




3

# 8





9

6. "Pan," \$5.9 million  
(\$14.4 million international).

7. "The Intern," \$5.4 million  
(\$11.3 million international).

8. "Sicario," \$4.5 million  
(\$3 million international).

9. "Woodlawn," \$4.1 million.

10. "Maze Runner: The Scorch Trials,"  
\$2.8 million (\$8.7 million international).

1





Estimated ticket sales for Friday through Sunday at international theaters (excluding the U.S. and Canada), according to Rentrak:

1. "Ant-Man," \$43.5 million.

2. "The Martian," \$37 million.

3. "Hotel Transylvania 2," \$30.6 million.

4. "Goodbye Mr. Loser," \$22 million.

5. "Pan," \$14.4 million.

6



8





6. "Crimson Peak," \$13.4 million.

7. "The Intern," \$11.3 million.

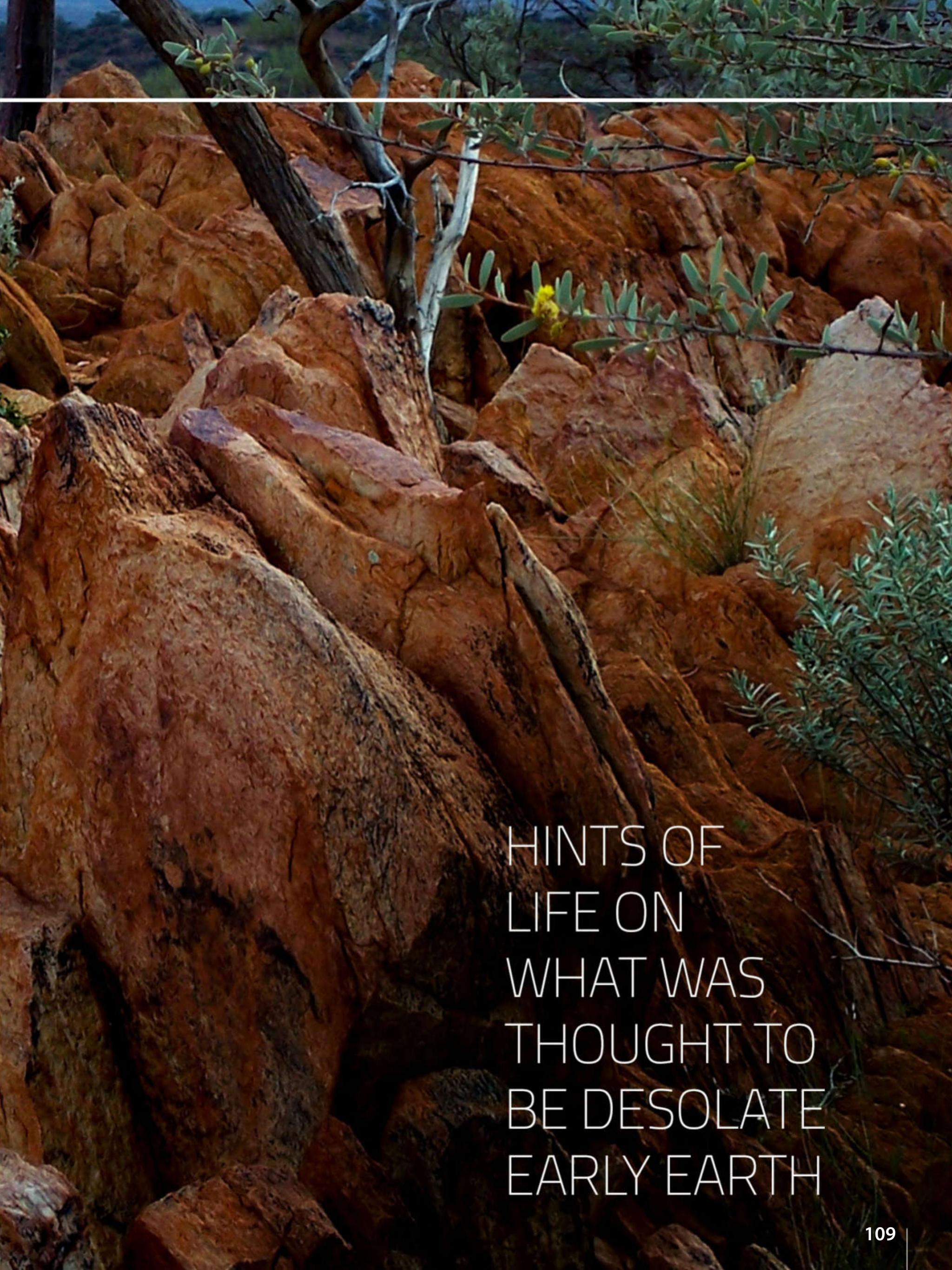
8. "The Little Prince," \$10 million.

9. "Maze Runner: The Scorch Trials,"  
\$8.7 million.

Universal and Focus are owned by NBC Universal, a unit of Comcast Corp.; Sony, Columbia, Sony Screen Gems and Sony Pictures Classics are units of Sony Corp.; Paramount is owned by Viacom Inc.; Disney, Pixar and Marvel are owned by The Walt Disney Co.; Miramax is owned by Filmyard Holdings LLC; 20th Century Fox and Fox Searchlight are owned by 21st Century Fox; Warner Bros. and New Line are units of Time Warner Inc.; MGM is owned by a group of former creditors including Highland Capital, Anchorage Advisors and Carl Icahn; Lionsgate is owned by Lions Gate Entertainment Corp.; IFC is owned by AMC Networks Inc.; Rogue is owned by Relativity Media LLC.

# SCIENCE





HINTS OF  
LIFE ON  
WHAT WAS  
THOUGHT TO  
BE DESOLATE  
EARLY EARTH





Scientists have found fossil-like hints that some kind of life existed on Earth 4.1 billion years ago - when the planet was a mere volcanic toddler. That's 300 million years earlier for life to pop up than previously thought.

Not only does that change the way scientists thought Earth was like soon after it formed 4.5 billion years ago, but gives them reason to theorize that life itself is more plentiful throughout the universe because it seemed to start up so quickly.

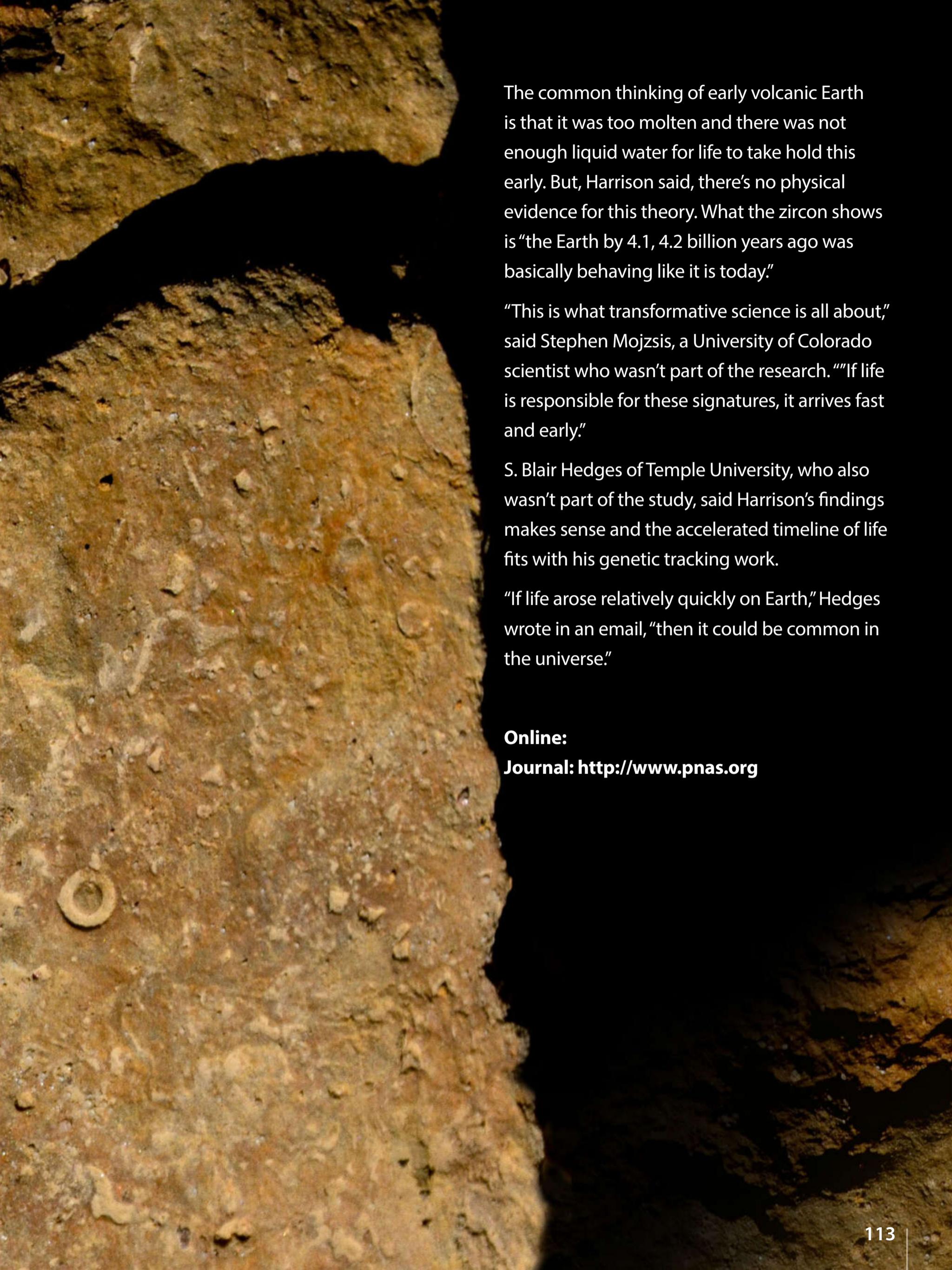
Researchers examined tiny grains of the mineral zircon from western Australia's Jack Hills and chemically dated them to when Earth was barely 400 million years old. Inside one of the 160 some grains they found what they call a "chemo-fossil" or a certain mix of carbon isotopes, according to a study published Monday in the journal *Proceedings of the National Academy of Sciences*.

Think of it as "the gooey remains of biotic life or anything more complicated," said study co-author Mark Harrison, a UCLA geochemistry professor.

There are different types of carbon with different weights. This carbon residue had a higher percentage of the lighter type of carbon, which is what scientists usually find in remnants of life, the same as if your finger decayed, Harrison said. There are rare cases where this particular carbon signature wouldn't be from life, but they are exceedingly unusual and only in certain situations.

Harrison theorizes that the carbon is from a colony of tiny organisms of some unknown type. Life existing 300 million years earlier than science thought is the most logical and simplest explanation, but "this is not smoking gun evidence," Harrison said.





The common thinking of early volcanic Earth is that it was too molten and there was not enough liquid water for life to take hold this early. But, Harrison said, there's no physical evidence for this theory. What the zircon shows is "the Earth by 4.1, 4.2 billion years ago was basically behaving like it is today."

"This is what transformative science is all about," said Stephen Mojzsis, a University of Colorado scientist who wasn't part of the research. "'If life is responsible for these signatures, it arrives fast and early."

S. Blair Hedges of Temple University, who also wasn't part of the study, said Harrison's findings makes sense and the accelerated timeline of life fits with his genetic tracking work.

"If life arose relatively quickly on Earth," Hedges wrote in an email, "then it could be common in the universe."

**Online:**

**Journal:** <http://www.pnas.org>



# YAHOO'S REVENUE SLIPS AGAIN IN 3Q AS TURNAROUND FALTERS



Yahoo's revenue is still evaporating three years into CEO Marissa Mayer's turnaround attempt, magnifying worries that the Internet company will be stuck in a financial sinkhole after spinning off its lucrative stake in China's Alibaba Group.

A third-quarter report released Tuesday showed Yahoo took another step backward during the summer as its revenue slipped 8 percent from the same time last year to \$1 billion. The figure reflects how much revenue that Yahoo keeps after paying its advertising partners - a bill that has been climbing since the company struck a deal late last year to serve as the built-in search engine in the U.S. on the Firefox browser.





It marked the ninth time in the past 11 quarters that Yahoo's net revenue has declined or remained unchanged from the previous year.

Meanwhile, revenue at Yahoo rivals Google, Facebook and Twitter has been steadily surging as advertiser spend more of their marketing budgets on the Internet. Analysts are projecting third-quarter revenue increases ranging from 14 percent to 55 percent at Google, Facebook and Twitter when those companies report their results during the next two weeks.

Yahoo's earnings also plunged 99 percent to \$76 million, or 8 cents per share, during the three months ended in September. The steep decline reflected huge windfall that Yahoo pocketed from selling some of its stock in the Chinese company's initial public offering. If not for expenses covering employee stock options and other options, Yahoo said it would have earned 15 cents per share to match the estimates of analysts surveyed by Zacks Investment Research.

Yahoo's stock dipped 38 cents to \$32.45 in extended trading after the numbers came out.

Investors are now focused on the fate of Yahoo's plan to place its remaining Alibaba holdings - 384 million shares currently worth about \$28 billion - into a new company called Aabaco Holdings.

Yahoo is doing the spin-off as part of a plan to prevent the remaining profits from its \$1 billion investment in Alibaba from being taxed in the U.S., but it's now unclear whether that will pan out. The Internal Revenue Service raised doubts by declining to declare the spin-off will protect the Alibaba stake from being taxed.

Despite that setback, Yahoo Inc. is still planning to complete the spin-off by next year with the expectation that it will qualify as a tax-free maneuver.

"Our top priority is the planned spinoff of Aabaco Holdings," Mayer said. "This is an important moment for the company, and we continue to strive to complete the spin as quickly as we can."







# TOP 10 SONGS

**HOTLINE BLING**

*DRAKE*

**PERFECT**

*ONE DIRECTION*

**STITCHES**

*SHAWN MENDES*

**WILDEST DREAMS**

*TAYLOR SWIFT*

**EX'S & OH'S**

*ELLE KING*

**SAME OLD LOVE**

*SELENA GOMEZ*

**WHAT DO YOU MEAN?**

*JUSTIN BIEBER*

**LIKE I'M GONNA LOSE YOU  
(FEAT. JOHN LEGEND)**

*MEGHAN TRAINOR*

**LOCKED AWAY (FEAT. ADAM LEVINE)**

*R. CITY*

**DIE A HAPPY MAN**

*THOMAS RHETT*

A dramatic landscape photograph of a valley. The foreground is dominated by a large, dark, triangular shape, possibly a shadow or a stylized graphic element. The background shows a valley with a riverbed and surrounding hills under a cloudy sky.

OPEN HEAVEN



# TOP 10 ALBUMS

River Wild

**PURPOSE (DELUXE)**

JUSTIN BIEBER

**PENTATONIX (DELUXE VERSION)**

PENTATONIX

**MADE IN THE A.M. (DELUXE EDITION)**

ONE DIRECTION

**1989**

TAYLOR SWIFT

**REVIVAL (DELUXE)**

SELENA GOMEZ

**STORYTELLER**

CARRIE UNDERWOOD

**OPEN HEAVEN/RIVER WILD (DELUXE) [LIVE]**

HILLSONG WORSHIP

**SOUNDS GOOD FEELS GOOD (DELUXE)**

5 SECONDS OF SUMMER

**NOW THAT'S WHAT I CALL MUSIC, VOL. 55**

VARIOUS ARTISTS

**TANGLED UP**

THOMAS RHETT



# TOP 10

## MUSIC VIDEOS

**WATCH ME (WHIP / NAE NAE)**

SILENTÓ

**WILDEST DREAMS**

TAYLOR SWIFT

**BETTER WHEN I'M DANCIN'**

MEGHAN TRAINOR

**WHAT DO YOU MEAN?**

JUSTIN BIEBER

**STRIP IT DOWN**

LUKE BRYAN

**BAD BLOOD (FEAT. KENDRICK LAMAR)**

TAYLOR SWIFT

**THRILLER**

MICHAEL JACKSON

**UPTOWN FUNK (FEAT. BRUNO MARS)**

MARK RONSON

**GOOD FOR YOU**

SELENA GOMEZ

**SAME OLD LOVE**

SELENA GOMEZ

A close-up photograph of a woman's face, focusing on her eye, nose, and mouth. She has dark brown hair and is wearing dark red lipstick. A large, solid white letter 'N' is superimposed on the left side of her face, partially obscuring her eye and nose. The background is a warm, out-of-focus orange and yellow.

NTHI



# TOP 10 TV SHOWS

**JSS**

*THE WALKING DEAD, SEASON 6*

**COOKED**

*THE GOOD WIFE, SEASON 7*

**KILL**

*QUANTICO, SEASON 1*

**THE RUSALKA**

*MADAM SECRETARY, SEASON 2*

**FIRST TIME AGAIN**

*THE WALKING DEAD, SEASON 6*

**CHUTES AND LADDERS**

*AMERICAN HORROR STORY: HOTEL, SEASON 5*

**DOG-WHISTLE POLITICS**

*SCANDAL, SEASON 5*

**ELI MATCHETT (NO. 72)**

*THE BLACKLIST, SEASON 3*

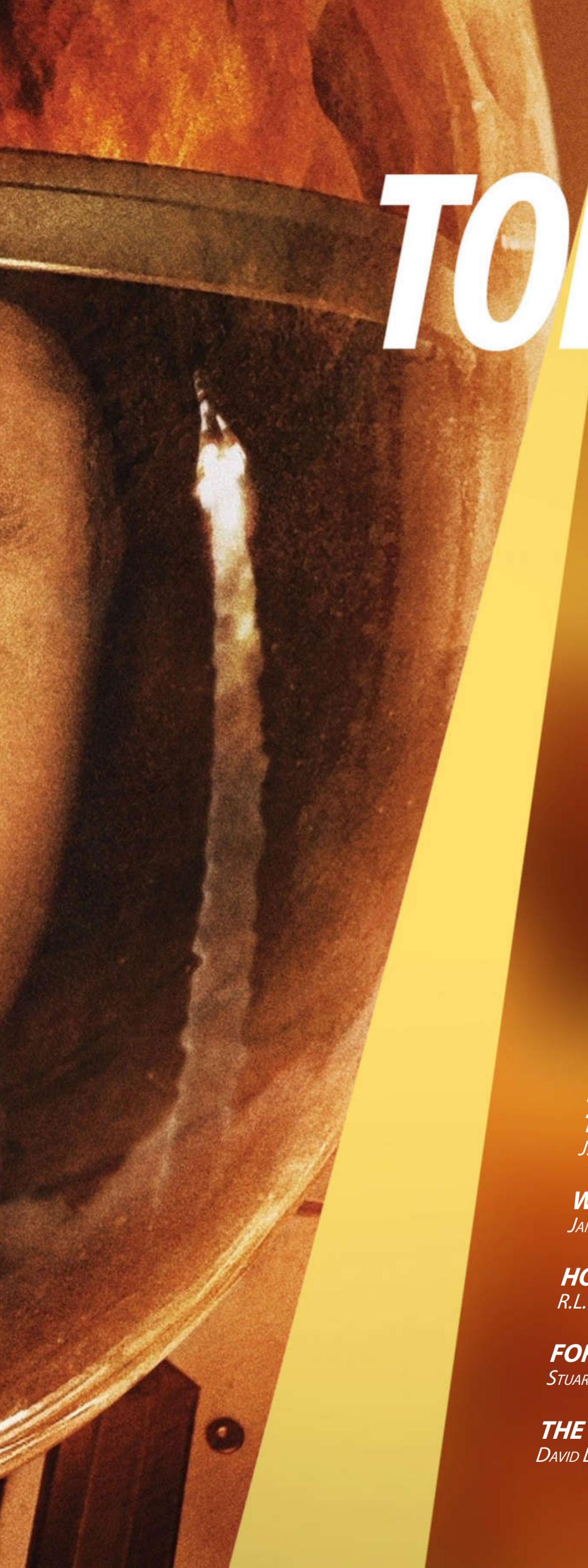
**THE BROKEN KINGDOM**

*ONCE UPON A TIME, SEASON 5*

**MR. MOM FOR SHORE**

*THE REAL HOUSEWIVES OF NEW JERSEY: TERESA CHECKS IN*





# TOP 10 BOOKS

**THE SURVIVOR**  
VINCE FLYNN & KYLE MILLS

**SEE ME**  
NICHOLAS SPARKS

**THE MARTIAN**  
ANDY WEIR

**THE MURDER HOUSE**  
JAMES PATTERSON & DAVID ELLIS

**PRETTY GIRLS**  
KARIN SLAUGHTER

**HARRY POTTER AND  
THE SORCERER'S STONE**  
J.K. ROWLING

**WRONG**  
JANA ASTON

**HONEYMOON FROM HELL V**  
R.L. MATHEWSON

**FOREIGN AFFAIRS**  
STUART WOODS

**THE GIRL IN THE SPIDER'S WEB**  
DAVID LAGERCRANTZ



# HOW TO SPOT A FAKE ONLINE REVIEW



Do you trust online reviews? Now that Amazon is suing more than 1,000 people who allegedly offered to write glowing product reviews for cash, you might reasonably be concerned.

Deceptive reviews are commonplace online. Fortunately, there are a few good techniques that can help you tell truth from fiction.

## **DON'T TRUST YOURSELF**

A team of researchers at Cornell University created a computer algorithm for detecting fake hotel reviews by analyzing the language used in legitimate and phony write-ups. The computer program, Review Skeptic, is accurate about 90 percent of the time, but humans alone performed poorly at determining the truth teller.

"People are terrible," said professor Claire Cardie, who helped develop the system. "I was very surprised. We just cannot tell the difference much more than chance."

## **LISTEN TO THE LANGUAGE**

Beware of extremes - overly enthusiastic or negative reviews are red flags. False reviews tend to use more extreme language to get their message across. So if someone says "It is the most comfortable bed ever," perhaps in all caps, take pause.

Additionally, the Cornell researchers found that when it comes to hotels, fake reviewers tended not to talk about the spatial details - such as the floor or bathroom. Instead, they focused on the reason they were there, such as describing a recent fake vacation or business trip. In practice, this makes sense because someone who has never been to a location might have a tough time describing it accurately.

## **JUNK THE JARGON**

On the flip side, beware of recommendations that read like product manuals. Reviews that repeat the full product name or model number may be an attempt to game the search engine system. And if they use excessive technical or marketing jargon, odds are they aren't providing a genuine review - most real people don't talk like that.







## REVIEW THE REVIEWER

Check out the profile of the person providing the review, said Louis Ramirez, senior features writer with online deal site DealNews. If they only write reviews for a particular company, that's a huge warning sign they could have a vested interest in that business. Some sites let people upload pictures of the item they bought, which can help add credibility.

Amazon verifies some of its reviewers, indicating they actually bought the product (although some of the people it's suing allegedly found ways around that). Some other sites only allow posts from people who've made a purchase there. Look closely on the site for their review policies.

## PAY ATTENTION TO DETAIL

If you think about your own experiences with an unpleasant experience or product, you can probably explain exactly why it was bad. Ramirez suggests if you're unsure about a review, put more stock in someone who provides details of why they didn't like a product ("Oh, the battery only lasted four hours") than in someone who complains more generally ("I hated this laptop. It was horrible").

# YOUR BRAND HAS NEVER BEEN IN SUCH GOOD COMPANY



APPLEMAGAZINE.COM

It's all about Apple  
The right magazine for the right audience

# MASTHEAD

APPLEMAGAZINE INTERNATIONAL  
[applemagazine.com](http://applemagazine.com)

## SUBSCRIPTIONS

**AppleMagazine Website**  
[applemagazine.com](http://applemagazine.com)

**Zinio LLC.**  
[zinio.com](http://zinio.com)

**Readr Newsstand**  
[readrapp.com](http://readrapp.com)

**Magzter Newsstand**  
[magzter.com](http://magzter.com)

**Amazon Newsstand**  
[amazon.com](http://amazon.com)

**Scoop Newsstand (Singapore)**  
[getscoop.com](http://getscoop.com)

## CONTACTS

**Executive Director** - [ceo@applemagazine.com](mailto:ceo@applemagazine.com)  
**Relationship Management** - [crm@applemagazine.com](mailto:crm@applemagazine.com)  
**Magazine and Website Editor** - [editor@applemagazine.com](mailto:editor@applemagazine.com)  
**Advertise** - [ads@applemagazine.com](mailto:ads@applemagazine.com)  
**Social Network** - [network@applemagazine.com](mailto:network@applemagazine.com)  
**Promotions** - [promo@applemagazine.com](mailto:promo@applemagazine.com)

## EXECUTIVE DIRECTOR

**Ivan Castilho**  
Chief Executive Officer / Design Conception

## MINDFIELD DIGITAL ART & GRAPHIC DESIGN

**Glauco Ribeiro**  
Chief Design Officer / Art & Graphic Design Director

**Michael Danglen**  
Art & Graphic Design Producer

**Yogh Inc.**  
WordPress Production & Website Support

## APPLEMAGAZINE VIDEO CHANNEL

**Pedro Miszewski**  
Video Director / Producer

**Laurel Hislip**  
Host

## WRITERS

**Precise English Inc.**  
Benjamin Kerry (UK)  
Gavin Lenaghan (UK)  
Craig Lenaghan (UK)  
Elena Lusk (US)

## COLUMNS

**iTunes Review**  
Benjamin Kerry  
**Finance News**  
Associated Press / Bloomberg

## REVISION

Gavin Lenaghan  
Elena Lusk

## SPECIAL THANKS

<b>Rui da Costa</b>	<b>Lucas Carvalho</b>
Lise Berda	Fellipe Giesel
James Jarvis	Filipe Siems
Lauren Brown	Roger Gayalkar
Matthew Coburn	Raquel Serrano
Robert Fluellen	Richard Sawyer

**PRIVACY POLICY**  
[applemagazine.com/privacy-policy/](http://applemagazine.com/privacy-policy/)

**TERMS OF USE**  
[applemagazine.com/terms-of-use/](http://applemagazine.com/terms-of-use/)

## SOCIAL NETWORKS

 **Twitter**  
[@apple\\_magazine](https://twitter.com/#!/Apple_Magazine)  
[twitter.com/#!/Apple\\_Magazine](https://twitter.com/#!/Apple_Magazine)

 **Facebook**  
[facebook.com/applemagazineinternational](https://facebook.com/applemagazineinternational)

Authorized Publisher

**Ap** Associated Press **The New York Times** **BBCNEWS** **Bloomberg** **Los Angeles Times**  
**UPI.com** **Sun** **PR Newswire** **Daily Press**

AppleMagazine © Copyright 2015-2011. All Rights Reserved.

No part of the document may be circulated, quoted, or reproduced for distribution without prior written approval.

Proper Trademark Notice and Attribution iPad™, iPhone™, iPod™, Mac™, iMac™, Macbook™, iOS™, OS X™ are trademarks of Apple Inc., registered in the US and other countries. Please contact support for additional trademark ownership rights information.

The following is a list of Apple's trademarks and service marks <http://www.apple.com/legal/trademark/applemlist.html>.

All other trademarks are the properties of their owners.

AppleMagazine is an independent publication and has not been authorized, sponsored, or otherwise approved by Apple Inc.

# Apple Magazine™

[AppleMagazine.com](http://AppleMagazine.com)